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IN THIS ISSUE:—MOVEMENT TO BETTER CANNED GOODS INDUSTRY

CANADIAN GROCER

Only Weekly Grocery Paper Published in Canada

THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. XXX PUBLICATION OFFICE: TORONTO, APRIL 2, 1915 No. 14

Welch Plant at
St. Catharines, Ont.

Canadian dealers profit by the growing Dominion demand for Welch's

The new Welch Plant at St. Catharines, Ontario, was built to supply the steadily increasing demand for Welch's in the Dominion.

Located in the heart of the famous fruit belt between Lakes Ontario and Erie — this model Welch Plant converts choicest Canadian Concord grapes into

Welch's

"The National Drink"

Absolutely pure, unsweetened, unfermented—Welch's will please the most exacting custom. You can recommend it to your customers with the assurance that it will give entire satisfaction.

The four convenient sizes of Welch's meet all requirements. At your suggestion some of your customers order Welch's by the case.

Splendid new window and store display material furnished without charge.

Welch's is sold by Leading Jobbers

The Welch Company, Limited, St. Catharines, Ontario

GRIFFIN'S SEEDLESS RAISINS
PACKED BY GRIFFIN & SKELLEY CO. CALIFORNIA
GRIFFIN'S SEEDLESS RAISINS
PACKED BY GRIFFIN & SKELLEY CO. CALIFORNIA

Delicious Freshness

has made Griffin & Skelley's the most popular of all Raisins

Without the choicest vines and fertile vineyards, without the greatest care in processing, packing, shipping, not even Griffin & Skelley's could secure and maintain the enthusiastic popularity it now enjoys.

Prove to your own satisfaction that housewives in general prefer the choicest and most wholesome raisins by getting Griffin & Skelley's in your store—**prominently.**

Get your wholesaler to supply you to-day.

A. P. TIPPET & CO.

AGENTS -:- MONTREAL

Lantic Sugar has the Merit with a big M

And every newspaper of any prominence is telling the people in big space of the merit of Lantic Sugar.

That is what makes it easy to sell—what makes it the biggest seller with many dealers already.

Get in line—let the big Lantic Advertising Campaign work for you—make you some money.

Sell Lantic Sugars.

Wholesalers have it—or write us.

Atlantic Refineries, Limited, Montreal, St. John

ARCTIC

MEANS PROTECTION
Means Profit

You're right on the fringe of warm times—days when a few hours may mean the loss of dollars if your perishable stock is not kept in the dry, cold, circulating air of an

Arctic Refrigerator

The **Arctic** grocers' refrigerators give you absolute protection, save you dollars and increase your profits. There's a style to suit every requirement. **Write to-day for catalogue.**

John Hillock & Co., Limited

Makers of High-Grade Refrigerators and Fish Cases

TORONTO

Don't Buy "An Electric Coffee Mill"

Buy a COLES GUARANTEED ELECTRIC MILL

There's a tremendous difference — as great as there is between an unsigned check and a signed one.

When the name COLES is on your mill you're certain it's "right."

Have you a copy of Catalogue 913C?

26 models of electric machines. Makers of Hand Coffee Mills for twenty-five years.

COLES MANUFACTURING CO.

1615 North 23rd St. **PHILA., PA.**

Agents: Chase & Sanborn, Montreal; The Codville Co., Winnipeg; Todhunter, Mitchell & Co., Toronto; James Turner & Co., Hamilton, Ontario; Kelly, Douglas & Co., Vancouver, B.C.; L. T. Mewburn & Co., Calgary, Alta.

IT HOLDS DOWN THE DUST

Standard Floor Dressing holds down the dust on the floor and kills the disease-carrying germs which abound in dust. By preventing the circulation of dust in the air, it keeps your stock clean and bright looking.

STANDARD Floor Dressing

is a sanitary agent and a floor preservative; stops the warping and splintering of floors and improves their appearance.

Stores, offices, warehouses, etc., form a field for the sale of Standard Floor Dressing which has proved profitable for many grocery stores. Its use on your own floors will be its best advertisement. Supplied in gallon and five-gallon lithographed cans; also half-barrels and barrels.

MADE IN CANADA

THE IMPERIAL OIL COMPANY LIMITED

BRANCHES IN ALL CITIES

—*the thirst-quenching summer beverage*

As the days lengthen out and the sun begins to warm things up, the thirst-quenchers come to the fore. You should stock up now and be ready for the demand.

E.D.S. GRAPE JUICE

made from Canada's finest Concord grapes, grown around Winona, the acknowledged greatest of all grape-producing sections in Canada. In fact Winona ships 5 carloads of Concord Grapes to 1 from any other section on positive orders from customers who know of their greater richness and higher flavor. **E.D.S. Grape Juice**, like all E.D.S. products, is absolutely pure and of a very superior, full-flavor quality—the grapes are picked and pressed the same day, leaving no intermission in which they can become stale or musty.

Order your summer's supply of E.D.S. Grape Juice now.

E. D. Smith & Son, Limited
WINONA, ONT.

Agents:

NEWTON A. HILL
Toronto

MASON & HICKEY
Winnipeg

A. P. ARMSTRONG
Sydney, N.S.

W. H. DUNN
Montreal

R. B. COLWELL
Halifax, N.S.

E D S

BORDEN MILK CO. LIMITED
"EAGLE BRAND"
Trade Mark of BORDEN MILK COMPANY LIMITED
GAIL BORDEN
EAGLE BRAND
by which their PRESERVED MILK will hereafter be designated and for additional protection against imposition each Label will bear the signature.
Gail Borden
BORDEN MILK COMPANY LIMITED
MONTREAL, CANADA.

Unquestioned Purity —that's *Borden's*

made certain by a system superb. A system whereby the milk from the cow to the can is under the strictest surveillance by experts. The most improved methods of sterilizing and clarifying are employed—yet in no way interfering with the natural flavor.

Your efforts are always rewarded with most satisfying returns when you push and recommend milk of such high quality as Borden's. Make up an attractive window *to-day*.

Borden Milk Co., Ltd.
"Leaders of Quality"
MONTREAL

Branch Office:
No. 2 Arcade Bldg.
Vancouver, B.C.

All Canada is Aglow with the Made-in-Canada Fever

How is it Affecting You?

This idea is gathering momentum daily and the grocer who makes the best of it is the one who will win out with a full cash drawer and a growing business.

The five Made-in-Canada lines here shown represent the leaders in their respective fields—Condensed Milk and Coffee. Their value as sales-producers and repeat business-getters is thoroughly established in the trade. Don't be content to stock them, but get them in the limelight by displaying and pushing them as Canada's original products.

We deliver 5-case lots to any point in Ontario, Quebec and Maritime Provinces, prepaying freight up to 50c per 100 lbs.

Note these prices:

St. George Brand Coffee, 2 doz. in case	$4.80
St. George Evaporated Milk, 4 doz. in case	3.60
Banner Condensed Milk, 4 doz. in case	5.25
Princess Condensed Milk, 4 doz. in case	4.50
Premier Skimmed, 4 doz. in case	

ORDER NOW.

The Malcolm Condensing Co., Limited, St. George, Ont.

Are You Selling this Famous English Nursery Soap?

NO soap has received greater praise and commendation from the British Medical Press than Wright's Coal Tar Soap—for 50 years famous throughout England as **the** Nursery Soap.

Here is a delightful soap that will appeal to your better class customers. You can build up a **Quality** trade with—

WRIGHT'S COAL TAR SOAP

The original Coal Tar Soap recommended for use by the Medical Profession and used in the best homes in England.

Wright's Coal Tar Soap is an excellent line and should sell at 15c a cake, yielding a good profit. Order a supply **now.**

MANUFACTURED BY

WRIGHT, LAYMAN & UMNEY, LIMITED, LONDON, ENG.

Canadian Agents:—Harold F. Ritchie & Co., Ltd., 10-12-14 McCaul St., Toronto

The Newest Convenience

for making more wholesome meals, and better satisfied customers—

Simcoe Summer Vegetables

They fit in perfectly just now until the coming summer crops are ready. Push them strong in your locality. Simcoe Summer Vegetables are quick sellers and afford excellent profit. Write, phone or wire for your supply TO-DAY.

Dominion Canners, Limited
Hamilton, Ontario

BUSINESS LOGIC!

ADVERTISING is intended to stimulate trade; to establish a connection for the advertiser and make his name well known; to standardize his product and educate the public to an appreciation of its advantages.

¶ If advertising is useful in times of peace, should it not be just as helpful in times of war?

¶ Should not the connection established during a period of commercial prosperity be maintained, even strengthened, until prosperity returns?

¶ Should not the process of familiarizing and educating go on?

¶ If not, why not?

¶ Changes are taking place in the industrial life of Canada. New businesses are coming into existence, some encouraged by the unusual conditions—others undaunted by them. New markets are being opened up. The industrial map of Canada, like the geographical map of Europe, is changing.

¶ The persistent advertiser will keep in touch with his old friends and meet the newcomers. During times of war he will get his share of business and when the war is over his prestige will have been strengthened and his connection enlarged. He will have lost nothing and gained much.

No dealer need longer tolerate leaking shipments

Anchor Caps

make them unnecessary. Ordinary jars and seals are almost all uncertain. But why should you be asked to bear the loss of even a single leaking jar when you can save yourself all inconvenience by insisting on goods sealed with Anchor Caps? Demand Anchor Caps on **all** your bottled goods. Speak to your wholesaler **to-day**.

The Anchor Cap & Closure Corporation of Canada, Limited

Sudbury St., Foot of Dovercourt Rd.
TORONTO

Now comes the Season of Dainty Salads

You'll find that folk who delight in tasty things to eat have a natural hankering for

Sterling BRAND

Mustard Cream

No other relish possesses just that mild nip, that exquisite flavor, nor retains its goodness as indefinitely.

Naturally Sterling Mustard Cream is not only a quick seller, but a sure repeater.

You'll be glad you stocked Sterling at once.

T. A. LYTLE & CO.
Limited
Sterling Road, TORONTO

'CAMP' COFFEE *Stands on its* MERITS

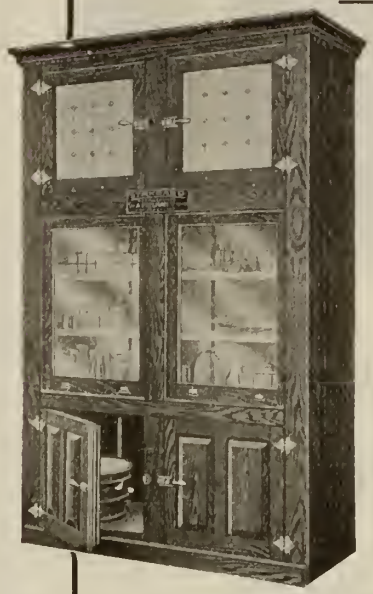
It Appeals to the Public because of its exquisite flavour and the ease and swiftness with which it can be perfectly prepared.

R. Paterson & Sons Coffee Specialists Glasgow

It should appeal to you because it is the most popular of all coffee essences; because it means quick sales, big sales, and good profits.

Ask your Wholesale House

Freeman's Improved Standard Cold Dr, Air Refrigerator



for

Butchers
Grocers
Creameries
Householders
Restaurants
Hospitals
and all
Institutions

SATISFACTION GUARANTEED
Send for Catalogue, Price List and Discounts

The W. A. Freeman Co., Limited
Hamilton, Ontario

GOOD FLOUR *versus* Indifferent kinds

ANCHOR BRAND FLOUR

MAKES GOOD BREAD

Choose the best, invest in the best, sell no other kind but the best, and you are sure that your flour sales will improve every day to eventually control the trade in your district, because no discriminative buyer will bother with the inferior, no matter how much cheaper he can obtain it, even at his very door.

Anchor Brand Flour is not an experiment, nor the results of a day—nearly 20 years' experience in Manitoba Hard Wheat products were necessary to attain the high standard that to-day is admittedly the supreme "par excellence." Try it.

Leitch Brothers' Flour Mills
LIMITED
Oak Lake, Manitoba

Tobaccos That Always Repeat—

that satisfy with unusual mildness and good flavor; that please with convincing quality—they must be mighty good tobaccos — and mighty safe tobaccos for you to handle. One of the distinguishing features of the Rock City Lines is that they always repeat. Here are three you should stock up *to-day*:

"Master Mason" SMOKING
"King George" Navy" CHEWING PLUG
"Rose Quesnel" SMOKING

Rock City Tobacco Co.
LIMITED
QUEBEC and WINNIPEG

Make a good Window Display of

OCEAN BLUE

The brightly printed packages attract the eye, and lead to good sound profitable business.

Order from your Wholesaler

HARGREAVES (CANADA,) LIMITED,
33. Front Street, E. TORONTO.

Western Agents: For Manitoba, Saskatchewan & Alberta: Nicholson & Bain, Winnipeg, Regina, Saskatoon, Calgary and Edmonton. For British Columbia & Yukon: Donkin, Creeden & Avery, 117, Arcade Buildings, Vancouver, B.C.

"SOVEREIGN"
SALMON

FINEST BRITISH COLUMBIA SOCKEYE

QUALITY IS OUR FIRST CONSIDERATION

PACKED BY
THE ANGLO BRITISH COLUMBIA PACKING CO. LIMITED
VANCOUVER, B.C.

COW BRAND BAKING SODA has been for years a "staple" with almost every grocer who carries high-class goods. Careful cooks insist on this famous, well-proven soda—Cow Brand. It puts the baking at its very best, gives full satisfaction to customer and dealer.

The demand is steadily growing. Are you supplying the demand?

Church & Dwight
LIMITED
Manufacturers
MONTREAL

TRADE MARK KEYSTONE BRAND REGISTERED

Business as Usual

Thanks to the loyalty of our customers and the popularity of Keystone Brand Brushes and Brooms, we have been able to keep our factory running full time with a full staff during the year 1914. The prospects are that we will have to increase our staff in the near future and thereby employ more Canadian labor.

Will you help us to do it?

Stevens-Hepner Co., Ltd.
Port Elgin, Ontario

Keeping In Your Public's Eye and Mind

is half the battle; the other half is in carrying a message that it will listen to and heed.

The message starts 'way back in the shop—in a deserving product and good business methods—and this is the first, most important equipment of the fight for business.

The other half, without which any decisive victory is well-nigh impossible, is made comparatively simple by the fact that your particular public has been so sorted out and classified that you know exactly where to find it.

Your public, the few thousands who are of direct business value to you, are selected automatically from the millions who have no possible interest in your product, and, so far as your purposes are concerned, are brought together at regular intervals for deliberate and serious consideration of their business problems.

They are told, by those whose opinions they respect, how to do things better, quicker or cheaper. They are told how others in their line have profited by the adoption of new methods. They are given information of vital value—information for which they gladly pay; and then the opportunity is open to you—while the whole matter is fresh in their minds—to tell them just how your product fits into the plans presented.

There are few paid subscribers to any trade or technical publication who are not actual or potential buyers—few whose purchasing power or influence can be safely ignored, and few even of the few who "don't read advertisements" who are not influenced by them.

The subordinate of to-day is the department head of to-morrow, and the work of educating him is done while the work of convincing to-day's buyer is going on, for both are readers of a trade or technical paper.

CLARK'S

Tomato Ketchup

is MADE IN CANADA
FROM CANADIAN PRODUCTS
BY A CANADIAN FIRM.

But, Mr. Grocer, we are not content to ask you to buy and sell our products solely for those reasons.

CLARK'S
Tomato Ketchup

has no superior in quality, either MADE IN CANADA or MADE OUT OF CANADA, and we do not ask exorbitant prices on account of "quality" or "patriotic sentiment."

OUR GOODS ARE HIGH CLASS.
OUR PRICES ARE REASONABLE.
OUR REPUTATION IS YOUR GUARANTEE.

That is why we say to you

BUY CLARK'S

W. CLARK Clark's LIMITED

Montreal

Tartan BRAND
THE SIGN OF PURITY

FISH

Our Special Sea Trout, also complete assortment of Dry and Pickled Fish. See our travellers for prices, or mail, telegraph or 'phone at our expense.

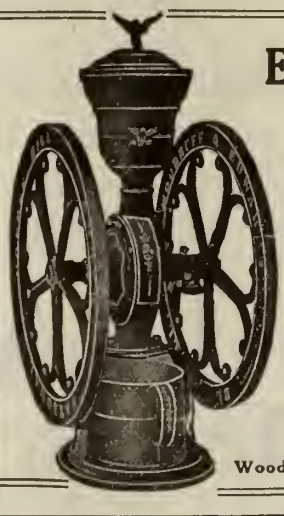
3597, 3596, 3595, 3598, 4656, 748; Night 'Phone, 1807.

BALFOUR, SMYE & CO., Wholesale Grocers HAMILTON

7-20-4

is the Best Satisfying and Best Selling Made-in-Canada Cigar. It possesses all the qualities of leadership that will make it the greatest seller in your locality. Display 7-20-4 prominently to-day.

Sherbrooke Cigar Co., Limited
SHERBROOKE, P.Q.



Enjoy Clear Profit

on your Coffee by using an ELGIN NATIONAL Mill—first cost is the only cost and that is but a trifle. There are no current or repair bills to eat up your profit.

ELGIN NATIONALS are popular because of the simplicity and strength of their construction, beauty of finish, fast grinding and easy running qualities.

The LOW PRICE will surprise you—ask your jobber.

Woodruff & Edwards Co., Elgin, Ill., U.S.A.

Sanitary Cans

"The Can of Quality"

Baked Beans,
Soups,
Meats and Milk.

Sanitary Can Company
LIMITED
NIAGARA FALLS, ONTARIO

St. Lawrence

Golden Yellows

The finest yellow sugars on the market.

SYMINGTON'S

(Regd. Trade Mark.)

COFFEE ESSENCE

PEEDS
ALES

Brings delight to the busy housewife. So quickly and easily prepared, so delicious—One bottle makes 40 cups. A splendid seller and profit-maker. Your wholesaler can supply you.

Thos. Symington & Co., London and Edinburgh

Agents: Ontario—Messrs. W. B. Bayley & Co., Toronto. Quebec—Messrs. F. L. Benedict & Co., Montreal. Vancouver and Winnipeg—Messrs. Shallcross, Macaulay & Co.

LARGEST MAKERS IN THE WORLD

Tin Foil—all descriptions
Tea Lead—all gauges and sizes
Metal Bottle Capsules—any size, color or stamping
Collapsible Tubes—plain or colored

ALL BRITISH MADE

Send specification of your needs or samples of what you now use — stating qualities — We will give you BEST QUALITY — BEST DELIVERY — BEST PRICES

BETTS & COMPANY, LIMITED

Chief Office:—1 Wharf Road LONDON N., ENGLAND

ADVANCE—OR RETIRE?

There's no standing still in business. It's lines like H.P. Sauce that make for progress. Good Value, Good Profit and Good Advertising—
Some of you are doing great things through H.P. Sauce.

Now how about you?

W. G. Patrick & Co., Ltd., Toronto, Montreal, Etc.
R. B. Seeton & Co., Halifax, N.S.
The Midland Vinegar Co., Ltd., Birmingham, Eng.

H.P. SAUCE

Kill off the Fly!

Use and sell a British

FLIPFLAP

DESTROYER

It is a leader for an effective, neat, and clean catcher. Never leaks, and every fly is caught for good.

Send a Trial Order To-day.

Hodgson, Sumner & Co., Limited
Montreal

Agents for Ontario, Quebec, New Brunswick, Nova Scotia, Prince Edward Island

BUY

STARBRAND

"Made in Canada"

Cotton Clothes Lines and Cotton Twine

Cotton Lines are as cheap as Sisal or Manila and much better

FOR SALE BY ALL WHOLESALE DEALERS

See that you get them

BLACK JACK

QUICK
CLEAN
HANDY

TRY IT

SOLD BY ALL JOBBERS

¼-lb. tins—
3 doz. in case

We are distributors for

WHITE'S JELLY CRYSTALS

AND

CUSTARD POWDERS

6 oz.	CUSTARD POWDER	$ 85c dz.
10 oz.	" "	1.25 dz.
16 oz.	" "	1.90 dz.
JELLY CRYSTALS— ALL FLAVOURS		80c dz.

(Less 5% in Gross Lots)

The quality of these lines is of a high standard and cannot be duplicated elsewhere at the price.

WRITE, WIRE OR 'PHONE AT OUR EXPENSE. ADE. 867, 1057, 941.

Warren Bros. & Co., Limited
QUEEN and PORTLAND STS., TORONTO

Say You Saw It
in
Canadian Grocer

TO KEEP FAITH

Mr. Merchant:—

In no department of your business is it more necessary "TO KEEP FAITH" with your customer than that of TEA and COFFEE. Your trade depends on your sagacity and good judgment to give them the best value their money can procure. Your future success depends on what value you are giving your trade now. In order for you to be in a position to "Keep Faith" it is imperative that you handle those lines that will stand behind you. Minto Bros. have always enjoyed the reputation of supplying the best products at prices that make you money, but more than this—hold your trade.

MINTO BROS., Limited, TORONTO

PACKERS OF

MELAGAMA

Tea and Coffee

The wonderful selling value of a well-established reputation for quality, is well illustrated by

Redpath SUGAR

When you deliver or hand over the counter a sugar bag or carton bearing the old familiar name, "REDPATH," the customer is satisfied, before she opens it, that you have given her the very best on the market. As she uses it, the satisfaction deepens.

No persuasions, explanations or apologies are needed in selling REDPATH Sugar—it really sells itself, saving you time, trouble and dissatisfaction among customers.

CANADA SUGAR REFINING CO.
Limited **MONTREAL**

Manufacturers' Agents and Brokers' Directory

The Canadian market is over three thousand miles long and extends from the peach belt to the Arctic Ocean. Manufacturers and merchants can not hope to cover this market satisfactorily or get the best out of their Canadian opportunities without the assistance of local agents. The following firms in all parts of Canada are prepared to act as agents for good lines. The service department of the Canadian Grocer is at the disposal of firms wanting agents or of agents wanting agencies.

ONTARIO.

W. G. A. LAMBE & CO.
TORONTO
Established 1885
SUGARS FRUITS

"We are large buyers of Sun-dried Apples. Ship all your good stock to us charging us whatever other dealers are offering, and we will send you our cheque promptly."

W. H. Millman & Sons
Grocery Brokers, - TORONTO

The Harry Horne Co.
GROCERY BROKERS
Manufacturers' Agents and Importers
309-11 King W., Toronto, Can.
We can place your goods on the market successfully.
(*Correspond with us.*)

W. G. PATRICK & CO.
Limited
Manufacturers' Agents and Importers
51-53 Wellington St. W., Toronto

HENRI DE LEEUW
28 Front Street E. TORONTO
Importer—Foodstuffs—Exporter
I am a buyer for Beans, Peas, Seeds, Dried and Evaporated Apples, and pay cash. Send me samples and wire what you have to offer.

WESTERN PROVINCES.

GEORGE E. MEASAM
COMMISSION MERCHANT
Agencies for confectionery lines solicited. My representatives canvass the retail trade every six weeks in the Country and every two weeks in the City. P. O. BOX 1721,
Edmonton, - - - - - Alberta.

H. P. PENNOCK & CO.,
Limited
Wholesale Grocery Brokers and Manufacturers' Agents.
WINNIPEG.
We solicit accounts of large and progressive manufacturers wanting live representatives.

W. H. Escott Co.,
LIMITED
Wholesale Grocery Brokers and Manufacturers' Agents
Commission Merchants
WINNIPEG REGINA
CALGARY EDMONTON

WATSON & TRUESDALE
Wholesale Commission Brokers and Manufacturers' Agents.
120 Lombard Street
WINNIPEG - MAN.
Domestic and Foreign Agencies Solicited.

FRANK H. WILEY
Manufacturers' Agent
Groceries and Heavy Chemicals
Enquiries solicited for shipment from Spot stock Winnipeg or for Import.
757-759 Henry Avenue, Winnipeg

RUTTAN, ALDERSON & LOUND
LIMITED
COMMISSION BROKERS
Representing Canadian and British Houses
Agencies Solicited.
WINNIPEG. - MAN.

BRITISH COLUMBIA.

The Campbell Brokerage Co.
Manufacturers' Agents and Commission Brokers.
We have our own warehouse and trackage. Shipments stored and distributed. Can give special attention to a few good agencies.
857 Beatty Street - Vancouver, B.C.

NEWFOUNDLAND.

T. A. MACNAB & CO.
ST. JOHN'S - NEWFOUNDLAND
MANUFACTURERS' AGENTS and COMMISSION MERCHANTS
Importers and exporters. Prompt and careful attention to all business. Highest Canadian and foreign references. Cable address: "Macnab," St. John's. Codes: A, B, C, 5th edition and private.

When writing advertisers kindly mention having seen the ad. in this paper.

Grocery Advertising
By Wm. Borsodi
It contains suggestions for special sales, bargain sales, cash sales, etc.; ideas for catch lines or window cards, and many hints for the preparation of live advertising copy. A collection of short talks, advertising ideas and selling phrases used by the most successful grocery advertisers.
PRICE, $2.00.
ALL ORDERS PAYABLE IN ADVANCE
MacLean Publishing Co.
143-153 University Ave., Toronto

YOU CAN TALK ACROSS THE CONTINENT FOR TWO CENTS PER WORD WITH WANT AD. IN THIS PAPER

An ad. in this journal brings your goods to the attention of the buyer.

"Indian" Prosperity for the Grocer

India has been very much in the limelight since the war began. Her support of the Empire has been both noble and heroic.

Naturally, Canadians feel proud of India, and very friendly disposed towards Indian tea. Those who never before tried Red Rose Tea will do so this year because it consists so largely of Indian tea. Those who have used it regularly will derive even greater enjoyment from its distinctive Indian characteristics of richness, vigor and strength.

Canadian grocers who are quick to take advantage of this present "Indian" opportunity will find it an easy matter to increase their tea trade. The "Indian" qualities of Red Rose Tea make it "the brand of the hour." A straight Ceylon tea entirely lacks these timely "Indian" selling advantages.

Red Rose Tea

"is good tea"

T. H. ESTABROOKS CO., LIMITED

St. John, Toronto, Winnipeg, Calgary

EUREKA

You can't afford to be without a Eureka Refrigerator in your store.

You can't afford to take any chance with something said to be just as good.

You can't afford to buy a Refrigerator that has not stood the test.

Ask the oldest and most reliable Butchers about the Eureka.

Eureka Refrigerator Company
Limited
31 Brock Ave. TORONTO

LARD

Keep your eye on the Lard Market! You know what Butter is selling at now, and there is no doubt but that it will be higher. All provisions will be higher before the snow goes. Then why not Lard?

You cannot go astray in buying for your wants, and you can make no mistake in buying "Star" Brand when you do buy.

Put up in tierces, tubs, pails, 20 lb., 10 lb., 5 lb. and 3 lb. tins, also in one pound cartons.

Made under Government inspection.

F. W. Fearman Co., Limited
HAMILTON

There are two main reasons why it is profitable for you to handle

CHASE & SANBORN'S
Coffees

1. The quality of the goods.
2. The fact that we are constantly making that quality better known to the trade you wish to reach.

Chase & Sanborn, - Montreal
HIGH-GRADE COFFEES

1896

L, TUESDAY, APRIL 21, 1896.

"Unassailable Evidence"
as to its irreproachable quality and value

"SALADA"

CEYLON TEA
IN A "TEA POT" TEST.

LEAD PACKETS ONLY. BLACK AND MIXED. ALL GROCERS.

In the year 1896 when the above advertisement appeared the sales of "Salada" totalled 273,710 lbs.

1915

WEDNESDAY, MARCH 3, 1915.

Perfect Tea must be used for a perfectly satisfactory infusion.

"SALADA"

B 19

Tea is the acme of perfection, being all pure, delicious tea. Black, Mixed or Green.

This is one of the latest series. The sales of "Salada" for 1914 (last year) were 8,192,063 lbs.

HERE IS REMARKABLE PROOF

of our consistency and its value. (See sales figures beneath cuts.) These two "Salada" advertisements were published in daily newspapers, nearly NINETEEN YEARS apart, yet their essential appearance is the same and the appeal to "quality" is identical. In fact we have adhered to the same style of copy throughout our entire history.

Just as our advertising policy has been one of consistency from the beginning, so has our determination to establish and maintain a standard of irreproachable QUALITY been our unswerving aim during the past 23 years (1892-1915).

That the public has been appreciative, there is no question—our splendid record of increased sales, year after year, is positive proof.

"SALADA"

TORONTO
32 Yonge Street

MONTREAL
St. Paul and St. Sulpice St.

NEW YORK 100 Hudson St. | BOSTON 35 S. Market St. | CHICAGO 363 River St. | BUFFALO 78 W. Genesee St. | DETROIT Shelby Block | LONDON, ENG. 41 Eastcheap

and at PITTSBURG and PHILADELPHIA

The Life of a Child is to Eat

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CANADIAN GROCER

VOL. XXIX TORONTO, APRIL 2, 1915 No. 14

Better Basis for Canned Food Industry

Movement on Foot to Form Holding Company to Take Over Sales of All Canned Goods—The Agreement to Extend Over the Coming Three Years—Was There an Attempt to Corner the Canned Tomato Market?—Why Tomatoes Sold so Cheapely.

MONTREAL, Que., March 31.—(Special.)—The project for the formation of a holding company to cement the interests of the various independent canning concerns is now understood to be in the final stages of consummation. Plans have been under consideration for some time, and such has been the situation created by the war conditions in the canned goods market that these plans have been forced to a head in order to protect the interests of the whole industry. Heavy packs for the last two or three years have resulted in big stocks on the hands of the packers on some lines in particular. The temporary financial depression has brought many of the smaller concerns face to face with their bankers and the necessity of liquidating to meet obligations. The result has been that prices have been sacrificed to below the cost of packing in some instances. The condition is considered as a purely temporary one on account of the generally advancing values for staple foods, and it is believed that if sacrificing can be prevented until there is an opportunity for export business under more normal conditions, prices will revert to the old level, and losses, which threaten to be somewhat disastrous to the whole industry can be prevented.

The formation of this holding company, while primarily in the interests of the independents, which will be linked together by maintaining the market, will bring benefits of like importance to the Dominion Canners; in fact, it is believed the big company is quite actively interested. The name of Senator E. D. Smith is prominently connected with the project as trustee, he being one of the most prominent independents, but report has it that four members of the board of nine will represent Dominion interests—and that a fifth might possibly be considered as on the fence. The extent of the stock to be held by each company will be based on production during past three years. There are about forty-five of the independent concerns, and it is stated on good authority that forty-one had signed a week or so ago, and that the others have either signed since or have agreed upon the general proposals.

Arrangement for Three Years.

The agreement upon which the holding company is based is a three-year arrangement, and not only does it cover the output of the year 1915, 1916 and 1917, but also all of the present stocks on hand. The company will take all the tomatoes, peas, green and wax beans and corn (not on the cob) comprising the present stocks and for the period referred to. Upon this a price has been set which will cover the cost of packing and provide a margin considered as reasonable under the circumstances. Should the market improve to the extent that this figure can be passed, then there will be a division of profits according to the amount of stock held in the holding company—the amount of this stock will be in proportion to the output of the concern.

Attention will be given to this year's pack. In the past there has usually been an overproduction in one or more lines of canned foods, whereas in others the trade generally would have benefited had there been bigger packs. It is, of course, suicidal to have the production of any particular line so great that it has to be sold at less than cost of production—this is exactly what has happened with tomatoes this year.

Was It Attempt to Corner Tomatoes?

Something in the nature of an attempt to corner the tomato market, which incidentally failed, has no doubt been a factor in bringing the interests together. When it is stated that recently in Montreal wholesalers were buying tomatoes at 60c a dozen, compared with the usual price of 97½, less 10 per cent., the weakness of the situation which resulted will be appreciated, especially as the price named is considered as being under the actual cost of packing.

A. Durocher, of Montreal, who has had a somewhat lengthy experience as a canned goods broker, was the active spirit in a buying campaign, which resulted in options being taken on practically everything in sight in the way of canned tomatoes. Mr. Durocher in this campaign acted as a representative of the firm of John Barry & Sons, although to what extent this connection obligated the firm referred to seems to be a matter of opinion.

Mr. Barry explains that Durocher bought certain goods on his instructions—viz., canned tomatoes to the extent of $150,000 to $200,000—and that he has lived up to his undertakings with regard to these goods. However, Mr. Durocher, according to Mr. Barry, did not stop here, but went out to buy everything in sight, using the name of Barry & Sons (per Durocher). Then when the drafts began to come through, Mr. Barry investigated and found that, in his opinion, Durocher had evidently gone far beyond the arrangement with himself.

From what can be learned it would appear that there was an attempt to corner the whole supply, but just who was responsible is not made clear, there being reports that certain other interests were at the back of the scheme, and that they failed to "come through" when it came to a question of taking up the options secured by Durocher.

When the options were not taken up, prices began to tumble and the low level was reached which has been referred to. The direct reason is believed to be that the holders were pressed for money and had to sell to meet obligations, and that, in taking a price under the option, they had legal advice that they could claim the difference in prices as damages

(Continued on page 24.)

A New Brand of Co-operative Store

New York Reader Tells About it and Forwards Prospectus—Operated on a Coupon Basis—A Discount of Ten Per Cent. is Represented to Every Buyer of Coupons—Will it Come to Canada?

A NEW YORK retailer, who is a reader of Canadian Grocer, writes as follows:

Editor Canadian Grocer.—I enclose you a copy of a circular of a new company. This circular has the ear-marks of the Householders' Co-operative Stores. They have rented a store at 96th street and Amsterdam avenue at $2,500 a year. The landlord took $1.250 in stock for rent. It was formerly rented to the Standard Pure Food Stores for $1,800 a year. It is said to be started by two French capitalists who found business so bad in France that they came over here to make some money—a mighty good place to drop it.

Your attention will no doubt be interested in the circulars and the methods employed to get trade by means of the neighborhood stores, which are interesting.

New York, N.Y. A. ELLIOTT.

Accompanying this letter was the circular of the new concern which contained some exceedingly interesting statements and deductions. A good deal of this is worth while reproducing. It says in part, for instance:

"Dear Madam: We wish to acquaint you with a fact of vast importance to yourself. How would you like to have your money bring in 10 per cent. instead of 3 per cent. to 4 per cent. as you get in a bank? I will guarantee you 10 per cent. Just think of it, 10 per cent. How? you ask. It is this way. We have opened 200 grocery stores handling only certain kinds of merchandise, just as good if not better than our competitors. When you invest your money in our coupon books, you can go into any one of the stores mentioned, and procure $1 worth of eatables, etc., for 90c, which is 10 per cent. profit for you.

"Please bear in mind, that you will not receive only 90c worth of merchandise, but $1 worth for only 90c. The man does not know that you have our coupon book, when you make a purchase. If you have not one of our coupon books, the same merchandise will cost you $1 and you do not thereby save the 10 per cent., which is your profit when you purchase our coupon book. You will realize the enormous profit you will get from that 10 per cent. from each purchase, if you should take a pad and pencil and figure up all your purchases within a year. Then deduct 10 per cent. What does it amount to. Hundreds and hundreds and perhaps thousands of dollars. By giving you that big 10 per cent. for merchandise for which you paid in one year, you can now buy the same merchandise, for the same money, but if you possess our coupon book you get 10 per cent. off. Our coupon books are money. They represent a dollar and all you pay is 90 cents. Send in your money now for our coupon books which sell from $2.50 up—but you pay only $2.25 for $2.50 worth of merchandise. In other words, from all amounts you deduct 10 per cent. and pay us the difference, and then you are able to buy the full amount. Two dollars and fifty cents worth for $2.25, which you pay for $2.50 coupon books. You pay $4.50 for our $5 coupon books, etc. Deduct 10 per cent. from the value of any coupon book which you desire to purchase; don't delay, but do it now.

Yours very truly,
Profit Sharing Grocery Corp.
60 Broadway, New York.

Isn't that mass of coupon books and figures sufficient to turn one's head?

There then follows a list of the Board of Directors of this concern, which has been organized under the laws of the State of Delaware with a capital stock of $2,000,000 consisting of $1 shares.

The chief object represented by this concern is the same as them all—"to effectually reduce the cost of living." In a supplementary statement, it is stated that the company guarantees to give all its shareholders a special discount of 10 per cent. on all goods purchased under the above described method. It adds—"A family expending to-day $600 for groceries annually, can make a saving of $60, which will in a measure not only reduce the cost of living, but will go a long way in helping to pay the rent of the apartment. Our profit-sharing co-operative plan has been thoroughly investigated and tested abroad and is recognized as the best and safest plan ever adopted for the benefit of stockholders. Stockholders co-operate in the purchase of goods from our stores and in this way, in a measure, earn their own dividends and in addition to all this, employees will be shareholders to the extent of 30 per cent. of their earnings, so that a double co-operative system is in effect, and a double earning value accrues to the stockholder."

According to the prospectus there is in addition to the above a credit system to be established, so that stockholders can borrow 75 per cent. of the value of their stock by paying the small interest of 6 per cent. annually. Coupons for this will be issued, good for merchandise at any of their stores, so that should any family owning stock suffer unemployment at any time, their stock immediately becomes available for household uses.

It would be interesting to know just when we are to see the finish of this brand of concern which periodically arises to cope with the high cost of living bogie that is alleged to be after so many. This Profit-sharing Grocers' Corporation certainly bears some of the earmarks of the recent Household Co-operative Stores that passed so quickly out of existence.

SERVICE DEPARTMENT

Editor Canadian Grocer.—Kindly publish the addresses of firms selling or manufacturing Dredge Canisters or Spice Boxes.

A. G., Calgary, Alta.
March 25th, 1915.

Editorial Note.—The Thos. Davidson Mgf. Co., Winnipeg, Man.; the National Metal Ware Co., Hamilton, Ont., or Soren Bros., Toronto, would no doubt be able to supply your requirements.

* * *

Editor Canadian Grocer:

Dear Sir,—We are subscribers to the Canadian Grocer and are accepting your invitation to make use of your Service Department for the following information. We want to get next to the people who handle Lightning Rod Material, Copper Cable, Aluminum Cable and Points.

M. & F., Bishops Crossing, Que.

Editorial Note.—This query is somewhat far away from grocery lines, but our Service Department proved themselves equal to the occasion. The Barton Netting Co., Windsor, Ont., will be able to supply the Lightning Rod material, and the Copper Cable and the Aluminum Cable and Points by Canada Wire & Cable Co., Toronto; the Standard Underground Cable Co. of Canada, Hamilton, Ont., or the Steel Co. of Canada, Montreal.

SPRING WINDOW SUGGESTIONS

Suggestion for a window trim of jams, jellies, etc. The arrangement although simple is neat and attractive.

A well arranged window trim of canned goods, olives, meats in glass, honey in the comb, etc., suitable for the spring season.

War Tax on Patent Medicines

Who is Going to Pay it?—Apparently it Rests Between the Dealer and the Manufacturer—Opinion is Consumer Will Not—Stamped Only When Sale is Made—Comes Into Force April 15—Affects General Merchants.

POOR innocent pain killer! It is called upon to pay a part of this bloody war. And the grocers, general merchants and druggists, being its vendors, will the tax come out of their pockets? When the hon. minister of finance brought this question up in the House of Commons last week, there was a certain member who said, "It will strike the poor." Hon. Mr. White replied, "I'm not so sure that it will strike the poor." It has struck the poor grocer.

It is surprising the importance assumed by patent remedies in the country store. In the city, the druggist is after the confectionery trade of the grocer, but in the country, the general merchant by little effort, has captured considerable of the trade in patent medicines, especially where there is no druggist in the town. Even in towns where there is a druggist, the business done in this line by the general merchant is considerable. In the larger towns, the cut-rate drug store makes it difficult for the grocer to do much, but not so in the country. In small villages, the annual turnover often exceeds $1,000 a year.

It is a line that needs to be handled with more care probably than groceries, for like the dog, almost every patent medicine has its day. A new line comes on to the market, and the demand for a while is heavy. Then, when the expenditure on advertising is withdrawn, the demand drops almost to nil.

There is the case of a well-known tonic, which used to be in everybody's mouth. It was so full of alcohol, in the small towns where there was no saloon, the boys used to buy it for a beverage. Then the doctors went after it hot, and it went. General merchants who have it on their shelves to-day, can't give it away.

Many Standardized Lines.

Of course, there are many lines which are practically staple. They are advertised, and have a good reputation. For instance there are emulsions of several makes, hypophosphates, pain-killers, ready reliefs, electric oils, pills for various purposes, and a host of others, the demand for which is constant. Wise merchants confine themselves as far as possible to these lines, carrying stocks of two or three hundred dollars to a thousand. It is a line that turns quickly, often every three months, and it pays big profits.

It is a peculiar business also in that some lines enjoy a big sale in one town, but are slow in another. Travelers who are anxious to get their goods on a merchant's shelves often buy stock that is not moving well, and dispose of it in other towns where the sale is good.

Besides remedies for man, general stores usually carry stocks of animal medicines, their business in these being almost as big, although it turns only about once a year. These lines sell between February and May, when the horses require toning up, and the hens are rushed full speed. Profits in this department run around 33 1-3 per cent., while for human remedies it sometimes goes much higher.

How to Use Stamps.

General merchants have known for some time that the Government intended imposing a war tax on patent medicines, but from the lengthy reports of debates in the House of Commons they have been unable to learn when this law would come into force, and how it would operate. For instance, they were nervous that, as in the case of wines, they would be compelled to place a stamp on every bottle in stock, and many of them had determined in their own minds that if such were the case, there was going to be an immense bonfire of medicine all over Canada, for there are remedies that have been lying on shelves in some cases for twenty years, and not worth the price of the stamp called for. But their case was not nearly so bad as that of the druggists, who, in some instances carried stocks valued as high as $10,000. This was not all. They were faced with the possibility of stamping goods likely to remain in the store for years after the war is over.

Manufacturers saw this difficulty too, and sent representatives to Ottawa, who advised the Government of the hardships this would work on the country merchants. The Government saw the point, and agreed to change the wording of the Bill so as to allow merchants to place stamps on patent medicines when sales were made.

Animal Medicines.

Then there was difficulty in determining what lines came under the heading of patent medicines. One country merchant asked a representative of this paper whether animal medcines, such as liniments, embrocations, salves, egg producers, fly chasers, etc., came within the meaning of the Act. He said this was important, as the stock of these goods carried by the average country merchant was equal to his stock of patent medicines. It appears that these lines are subject to the tax, in fact, everything is taxed which has a registered number under the Patent Medicine Act. Perfumes are included, and, of course, wines, which have already been stamped.

"How much is the tax, and when does it come into force?" were other questions asked. The tax amounts to one cent for every 25c worth of patent medicine sold, and the law goes into effect on April 15. Then there is the very important question, "Who is going to pay the tax, the consumer, the retailer, or the manufacturer?" The law does not answer this question, and it will have to be settled by the parties concerned.

Who Pays?

The consensus of opinion in the country is that the consumer will not pay for it, so that it will rest between the retailer and the manufacturer. The retailer thinks the manufacturer may pay the tax, but he is sure the consumer will not. Here is the opinion of one merchant:

"Take a box of pills which retails at 25c. Do you think that the retailer will have the cheek to charge 26c for it? He is already making a fair profit on it. Supposing he pays 1.75 for this line, and retails it at 3.00, will it pay him to attempt to force the customer to pay the war tax after he has made all that profit? But there are cases where the retailer cannot afford to pay the tax. I have in mind a brand of hypophosphate, which has always sold in the country at 1.25. It costs 1.00, and the price on the bottle is 1.50. In this case it will hardly be fair for the merchant to pay the tax."

CANNED FOOD INDUSTRY.

(Continued from page 21.)

through the courts. The courts are being called upon to settle the point.

* * *

Editorial Note.—In a recent issue of Canadian Grocer it was pointed out that some canned tomatoes were sold wholesale to the retail trade at around 75 cents. The above despatch corroborates this and apparently explains the reason for the cheap goods.

A Message from the President

W. J. Mellen, of Brantford, Ont., Through Canadian Grocer, Extends Strong Invitation to Every Member of the Ontario Grocery Trade to Be at the Convention—The Reasons.

W. J. MELLEN, Brantford, Ont.,
Chairman of the Ontario Grocers' Section of the R.M.A.

Editor, Canadian Grocer—I ask the privilege of calling the attention of the trade through your paper to the approaching Convention of the "Grocers' Section" of "The Retail Merchants' Association of Canada," which will be held in London, Ontario, on May 3rd, 4th and 5th, in the Masonic Temple. The Executive are putting forth their best efforts in the history of the grocery trade.

You, Mr. Grocer, wherever you may be located, are vitally interested in many questions which will be discussed at this Convention. There never was a time when so many problems affecting your interests had to be discussed; and although the Executive are doing first-class work day in and day out, they think, as I do, that they should have the hearty support of a well-organized Convention to back them up in the reforms they are endeavoring to establish for your benefit. Dimes spent in your trip to London on the 3rd, 4th and 5th of May will return dollars to you in increased protection.

Some of the questions that will come up for discussion will be:—

The consideration of the proposal under the Inspection and Sales Act, to have bags and packages marked or branded with the weight of the contents.

The consideration of a plan whereby the retail grocer can receive a fair margin of profit for handling soap and other staple lines.

The consideration of a plan to prevent some wholesalers and manufacturers whose goods we handle, from selling direct to our customers after they have supplied us with their products.

The consideration of the effect on the retail grocery trade of selling carload lots by manufacturers and wholesalers to farmers' clubs and co-operative stores.

The consideration of the abolition of all forms of premiums in packages and otherwise.

These questions and many others of great interest to you will be fully considered.

Another interesting feature in connection with the Convention will be the manufacturers' Display of Made-in-Canada Products, which will bring you in direct touch with some of the best manufacturers of Canadian made goods.

The manufacturers and the wholesale trade of Ontario have been invited, and one day has been set aside to discuss with them some important trade matters, in which you are vitally interested.

In addition to the above programme, which by no means covers all the important features which will be brought before the delegates, the London Executive promises to give everyone a good time while there.

In closing, let me express the wish that I have the pleasure of meeting a large and enthusiastic delegation of the grocers of Ontario in London on May the 3rd, 4th and 5th.

Brantford, Mar. 31, 1915.

W. J. MELLEN,
Chairman Grocers' Section.

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RESOLUTIONS OF A LIVE WIRE.

Occasionally in the past I have been out of certain goods asked for by my customers and I know this was not appreciated. I have therefore placed on the shelf where it will be in reach of every member of the staff a "want-book" which is to be used whenever a certain line is running short. I have come firmly to the conclusion that if my customers are to obtain a SERVICE that cannot be excelled elsewhere, I must not have to give the excuse at any time, that "we are just out."—A.L.W.

War Tax on Letters

ANNOUNCEMENT has been made at Ottawa that the war taxes which have not already come into effect will do so on the fifteenth of April. The trade will therefore take note of the fact that a war tax of one cent has been imposed on each letter and postcard mailed in Canada for delivery in Canada, the United States or Mexico, and on each letter mailed in Canada for delivery in the United Kingdom and British Possessions generally, and wherever the two-cent rate applies, to become effective on and from April 15.

This war tax is to be prepaid by the senders by means of a War Stamp for sale by postmasters and other postage stamp vendors.

Wherever possible, stamps on which the words "War Tax" have been printed should be used for prepayment of the war tax, but should ordinary postage stamps be used for this purpose, they will be accepted.

This war stamp or additional stamp for war purposes should be affixed to the upper right hand portion of the address side of the envelope or post card, close to the regular postage so that it may be readily cancelled at the same time as the postage.

In the event of failure on the part of the sender through over-sight or negligence to prepay the war tax on each letter or post card above specified, the letter or post card will be sent immediately to the nearest Branch Dead Letter Office. The department announces that it is essential that postage on all classes of mail matter should be prepaid by means of ordinary postage stamps. The war tax stamp will not be accepted in any case for the prepayment of postage.

The Out-of-Town Buyer

MERCHANTS who complain of people of their district buying from mail order houses are not always immune from similar criticism. A country weekly paper takes one of them to task—and rightly too—when the editor says that it is funny how the buy-at-home game is preached by some merchants, and they generally tell their tale to the newspaper man. Recently one of these men, who, by the way, doesn't advertise in his home paper, was giving us his views on people who deal out of town. We pointed out to him that his printing had the appearance of being an out-of-town product. It was true. He bought it in Toronto, and that, too, at a price as great if not greater than if bought here. The subject suddenly changed.

"The other day," the writer adds, "one of our readers from the country gave us a strong argument as to our attitude on people buying away from home. He said a man should buy where he could buy the cheapest, and get the best. This is sound commonsense. We argued that he did not give the home merchant a fair chance. He purchased goods from a catalogue and took what he got whether it was up to quality or not. With the home merchant you can see what you get and if there is anything wrong he is ready to make good when you approach him. We suggested that he take his order to the home merchant, show him what he was going to send away for, and the price, and see if he couldn't do better at home. Our friend said, "No, I wouldn't do that. In fact I never buy away from home at all." We had been talking to a man who realized that good home towns made his farm more valuable, and the community he lived in more habitable. What brought

up the discussion no doubt was the fact that he went to the station and got a package of goods for a neighbor and he probably felt he was a little disloyal to his section by obliging his neighbor in taking it home.

Paris Green Inspection

THE Inland Revenue Department has just issued a report dealing with the samples of Paris green purchased by inspectors throughout Canada. Inspection was made in the districts of Toronto, Hamilton, Windsor, Rocky Mountains and Vancouver, consequent upon complaints received to the effect that an article of unsatisfactory character was being offered as Paris green. It is pleasing to note that, so far as the report is concerned (the products of nine manufacturers were represented in the samples tested) such complaints have been without foundation. The names of the manufacturers are not given here, but will be supplied to readers of Canadian Grocer on request.

Paris green is defined in the 5th schedule to the Adulteration Act, as follows: "An insecticide containing at least fifty per centum of arsenious acid, and at least thirty percentum of cupric oxide and being completely soluble in aqueous ammonia." It is said by the department that all the samples analyzed were found to meet legal requirements within such narrow limits as to make the article perfectly satisfactory. Paris green has been examined on several occasions since 1895, but the recent examination is the first to result in all the samples being found genuine. The report shows clearly that at least nine manufacturers are selling Paris green that is not adulterated.

Daylight Saving

THE daylight saving idea is to be tried out again on a more practical basis in the West. It will be remembered that some years ago the plan was first suggested and was given a brief trial in a number of Ontario towns. Owing to opposition from various sources the idea was not given a very extended trial in any section; possibly in no case was the length of time sufficient to allow of safe conclusions being drawn.

The idea briefly was to open all business places an hour earlier during the summer months and to close an hour earlier. This would be accomplished simply by the expedient of setting the clocks ahead. The man who had been in the custom of getting up at six o'clock would get up at five, but his clock would tell him that it was six as usual; presumably he would go to bed an hour earlier also. There were numerous objections, of course. The question of railway time tables was a disturbing factor and it was feared that the travelling public would be considerably upset. The general opinion seemed to be that the idea might work out well if it were made general all over the country but that isolated communities could not be expected to make a success of it.

The idea is now being worked out in the West, notably in Regina. There is also an agitation in Saskatoon that the same plan be followed. These Western points can be expected to give the idea a fair trial and it will be interesting to watch the outcome of the experiment.

Depression's Reaction

BUSINESS at nearly all times shows a tendency to go to extremes. Development leads to optimism which has a tendency to develop booms; depression leads to pessimism and extreme caution. In this the chief factor is the attitude of the public, for after all the consuming demand of the individual is the all important. When the war broke out the effect was a depression that resulted in a demand much below the normal; but since it has been shown that the actual conditions did not warrant the pessimism shown, we are beginning to feel the effect of the reaction.

But people cannot go without foods or wearing apparel. Thus after six months we find that there is a demand developing—and a very healthy demand it is, particularly when it reaches the manufacturer. It is evident that surplus stocks have been largely consumed and that buying has again commenced. Small as many of the orders are they at the same time indicate a guarded policy on the part of the trade—smaller purchases made often rather than heavy stocks on the shelves which tie up capital. From the country sections the demand is developing and is almost back to the normal while there is also better business in the manufacturing centres and the West.

Editorial Notes

NAVIGATION opening is not far distant.

* * *

A GOOD AD. will go a long way to coax the reluctant dollar from the secluded sock.

* * *

IT IS AT SUCH times as this that the importance of buying becomes most clearly manifest.

* * *

WHEN THAT old remark is heard: "It doesn't pay to advertise," the fool-killer spits on his hands.

* * *

MORE STAPLE canned goods conditions would be of great advantage to the grocery trade in general.

* * *

THE MARCH winds having spent themselves, we can now look forward to spring with a greater degree of assurance.

* * *

WHEN HIS prospect has the money a good salesman can always sell a good article. Apply this truth to present conditions.

* * *

THE WORST fault to be found with some dealers is that they do not recognize the necessity of making special efforts to feature staple lines.

* * *

GENERAL MERCHANTS interested in selling patent medicines should read closely the article in this issue dealing with the war tax on them.

* * *

REPORTS FROM the Maritime Provinces with reference to business conditions are most optimistic. The West is also showing a better tone generally.

* * *

ADVERTISE OF course, but advertise well and stick to facts. The public has been educated up to the point where only a well-designed and thoroughly businesslike ad. has any weight.

Thro' Other Spectacles

Urges Heavy Fines

From "The Grocer," London, Eng.

The way of the transgressor against the Sale of Food and Drugs Acts is not always made so hard as it should be, as magistrates who administer the law sometimes do not realize their responsibility in the direction of protecting the honest trader and the public alike against the malpractices of unscrupulous dealers; they do not make the punishment fit the crime, and a form of fraud, which is profitable unless checked by heavy fines for repeated offences continues, to the detriment of honest retailers and consumers. The absurd leniency which magistrates have displayed in their treatment of notorious offenders against the Acts has attracted attention, and aroused protests on more than one occasion, and even the Home Office has been compelled to take action in the matter.

* * *

"Public vs. Free Markets"

From New York Journal of Commerce.

Among some of the champions of public markets there has already appeared a disposition to crow over an alleged victory, because the open markets of the Marks ideal have not been put entirely out of business by the efforts of the grocers and marketmen to suppress them. The markets by moving off public property, notably wharf property, and congregating in privately-owned market buildings, are claimed to have laughed at their foes and prevailed over opposition.

All of which is a fallacious view, if the criticism of the free markets is understood aright. The retailers are too experienced to imagine that any amount of protest and howl would suppress public markets as such, nor do they care to oppose public markets.

What the grocers and marketmen objected to was having the city, to which they pay taxes, deliberately go into an enterprise to promote direct trading between producer and consumer, and then use the city's money to boom the new scheme and assail, by comparison if not otherwise, the reputation of existing marketmen. Nor was this all, for official machinery was used to secure free advertising space in the papers, worth hundreds of thousands of dollars if paid for, and all the prestige of the city was brought to bear to help create unfair competition for legitimate taxpayers.

If marketmen propose to congregate under common roofs, owned by private interests, and ply their competitive trade on a legitimate basis of paying their way, the private grocer will offer no objections, but possibly give the new markets a glad hand in a challenge to show what they can do in the way of saving expense.

* * *

Back to the Land

From Journal of Commerce, Montreal.

Montreal would do well to follow the example of Detroit, Chicago, and other cities, where the cultivation of waste land or vacant lots has been undertaken. The work carried on in Detroit by Mayor Pingree, known for years as "Potato" Pingree, is well known and worthy of emulation. In Chicago there is a City Garden Association, to which tracts of land are loaned to be used for the growth of vegetables. The object of the Chicago organization is "the cultivation of unused land in our city, subject to dispossession when the owner wants to use the land." The association secures the use of the land and erects toolhouses. It allots the land, furnishes the plowing, harrowing, and surveying, seed, services of a superintendent and other helpers, where needed, and supplies the tools. For this it charges a small sum, about one-fifth the cost. Under this plan a man can raise $30 worth of vegetables in addition to what is sold to pay expenses. The association circular says: "What better way 'back to the land' than by the vacant city lot, which in the process is changed from an unsightly waste to a spot of charm and beauty."

* * *

Baling Store Waste

From Inland Storekeeper.

Much interest has been awakened in the last few years on the subject of conservation. It is as important in merchandising in these days of high costs as it is in preserving the country's resources.

As competition grows keener it behoves the retail merchant to advise himself thoroughly on all those things that will help him to stop all leaks and utilize all the waste in the store.

The item of the waste paper in the store is one that has been given attention. Waste paper balers now in use in thousands of stores enable the retailer to handle his waste paper to better advantage and to sell it when baled. Waste paper can be sold for $5 to $15 a ton. If care is taken to sort out the waste some of it will bring even a higher price.

If paper is distributed as evenly as possible when putting it in the press, it can be pressed more quickly because the pressure is uniform over the entire mass.

* * *

A Plea for the Middleman

From Prescott (U.S.A.) Spectator.

Of late years we hear a good deal adverse to the middleman; a lot of this criticism and reasoning—in fact, most of it—lacks good sense. It is very much like the contention we sometimes hear: If we didn't have to eat we could save a lot of money. If we didn't have to pay the middleman somebody would be better off. Who would be better off? Well, some say the producer and some say the consumer, while the more optimistic contend both consumer and producer would benefit. The facts are it would be impossible for us to do our present volume of business without the middleman. The middleman is the greatest factor in big business to-day; it is he that searches out the markets—creates the markets—for our surplus produce; it is he that takes the financial risk that carries our produce from the fields in immense bulk and distributes it to the consumer in retail quantities. It has been the middleman who has made possible the development of this great western empire, and who has accomplished so mighty a purpose is not to be dismissed lightly. If we didn't have to buy food, clothing, automobiles and a lot of other things we could save a lot of money during the course of a lifetime, but—

If we didn't have to pay the middleman a small proportion of our earnings the chances are we would not be earning anything; for, of all the factors in modern business, the middleman is not the least important, and don't you forget it.

How Modern Store Fronts are Built

Theory of Maximum Glass Surface Carried Out—Keeping Windows Isolated and Ventilated to Prevent Freezing—Prismatic Glass in Transom for Lighting Interior—Depths of Windows and Heights of Bulkheads.

A NUMBER of illustrations and drawings of modern store fronts have been shown in Canadian Grocer. All illustrate the new principle that is being recognized by merchants: that a store front should provide the maximum amount of display surface for goods inside the window, consistent with providing a natural and easy view for the passer-by. The "maximum of display"—because the windows of the store are the mute sales-clerks that draw the public into the only place where they can advantage the store—inside—where living sales clerks can take them in hand. The public pay for the new store fronts in increased purchases. It should be viewed as an Investment: the element that pulls people into the store.

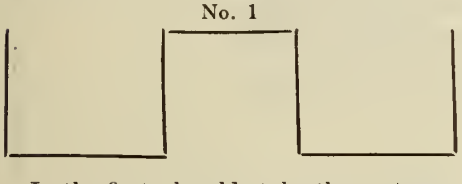
Connecting Up With Publicity.

But it must, also, connect up with other forms of the store's publicity. A store advertises — through various agencies—and convinces readers enough, so that they go to the store. Often a glance at dark, uninviting, out-of-date windows, poorly trimmed, sends them back without entering. Particularly is this the case when appearance in goods is one of the essentials, such as neckwear, men's furnishings, etc. But a bright, inviting front—what a co-operating agency with advertising!

Combating Right-Angle Idea.

The new store fronts combat what may be termed the 90-degree or right-angle theory of display. Here are roughly the two extremes:

No. 1



In the first, the old style, the customer coming along the street, in either direction, does not see the sides of either window until he is close to them, and he has to turn at right angles in order to see the front ones.

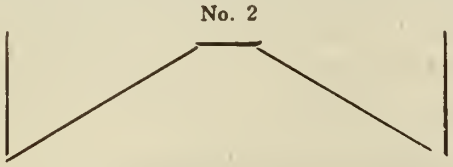
In the second, the slanting windows in the lobby are visible almost from the time the passer-by reaches the outer end of the store, nor do the front windows obscure a view of the side ones as one approaches either way.

Another type of front that is being replaced, particularly in men's wear stores wherever possible, is the door at the side: it is being set in the centre with two windows of narrow width, but considerable depth at the entrance-way: again a maximum of display space.

The "Island front," again, carries out the theory of maximum display: utilizing what once was occupied, partly as an entrance, partly by the outer edges of the old-time 90-degree windows.

Several drawings are given to illustrate the two principles as they work

No. 2



out in display facilities, and these should be studied carefully.

There is another reason for the "breaking" of the long and deep, straight lines of the old-time window: much space was wasted at the rear that could not be utilized. Now this is cut off for use in the inside of the store.

There are certain kinds of goods that must be viewed close up. These should have shallow windows, if possible, so that no goods will be set away too far to be viewed to advantage. But large packages require a different, full-length, good-distance view: a deeper window suits these best; a better perspective is provided.

The height of the window from the ground is also taken into account in these days of more scientific store front planning. For furniture or motor cars, the view should be from low down; say, 6 inches above the ground, for they are articles that stand on the ground and a full view from the natural position is required. In the case of dry goods, groceries, etc., about 18 inches up is the regular height: for jewelry, that is small, and suited to a view more on the level of the eye; 30 inches is the average height of the floor of the window.

One of the important problems of window display for most stores is the freezing of the windows in cold weather. Modern store fronts handle this old-time difficulty quite successfully.

Windows freeze—according to the explanation of physics—under this law: the warmer the air, the more moisture it can contain. In the ordinary window, the warmer air from the inside, on striking against window cooled by the outside air, drops in temperature. The lowering of the temperature lessens the amount of moisture it can retain; condensation follows, and the moisture is collected on the windows in the form of sweat or frost.

The problem, then, simply is, how to keep the air inside the window as cold as the outside air. It follows, first, that the window must be isolated from the store itself; and secondly, that cold air must be brought in from the outside in order to keep the temperature within and without the glass surface the same. This is done by little vent holes under the glass, so that the air rushing in moves over the surface of the glass inside. A slide controls these holes when it is desired to close them up to keep out the dust during the warmer months of the year. Various ingenious devices have been perfected by different firms to cover this cold air principle.

In close connection with this is the use of metal at the base of the glass to carry off any water that may collect in washing the windows, and thus prevent rotting of the wood.

Another point that is being recognized generally in planning store fronts is the better location of the awning. This meets a two-fold problem, one of which

(Continued on page 45.)

WHAT A FRONT COSTS.

Canadian Grocer asked one large Canadian store front manufacturer for a general estimate of cost for a wholly new front. He said:

"Take a 20-foot front. We would supply the plate glass, ceilings, backgrounds, flooring, tiling in entrance, transom fitted with prismatic glass; in fact, everything but electric fixtures, for $800, or $40 a foot—from fire wall to fire wall. This is a good average. If we can use the old plate glass it will be that much less."

"And the time of construction?"

"Two weeks will do it all."

Another firm was asked for an estimate and replied:

"We would supply everything for a completely new window, including plate glass, floors, backgrounds, ceiling, transom glass, mahogany in vestibule, etc., for $1,250—a very fine job."

Twenty-five Merchants Assist in Single Article

To the Trade: Some twenty-five grocers and general merchants throughout Canada tell in a single article in the Annual Spring Sales Number of Canadian Grocer how they are going after the trade of the farmer. Many men have many minds—so this article will really present 25 different viewpoints. This will be one of the feature articles of the big issue and one that every member of the trade will find exceedingly interesting. These merchants tell their own story to their fellow-men through Canadian Grocer —which makes the article a most practical one. They also tell of their 1914 business and how they went after it; and it is interesting to note that in the great majority of cases business with them last year was ahead of the previous year, and in some instances the increase was quite phenomenal. We can confidently say that this article alone will justify all that has already been said of the practical matter that the Spring Sales Number will contain.

How business is done in a retail store in a mining and tourist town of British Columbia will be another of the interesting stories in the April 16 issue. This article is written by a merchant who has been in business in the town in question for the past eighteen or more years, and who describes in a straight, business-like way the changes in retail methods from the old days and how trade is gone after. This will be one of the best illustrated stories of the entire issue.

Announcement has already been made of the value the Spring Sales Number would be to the clerks. Clerks will be further interested in the fact that in this big issue will be fully set forth another CONTEST FOR CLERKS, to the winners of which special prizes will be presented.

Week after next the issue will appear.

THE EDITOR,
Canadian Grocer.

March 31, 1915.

To Our Advertisers

IF you secure but one good new customer through a two-page or full-page advertisement in our Annual Spring Sales Number, it will make the cost of the space appear insignificant.

If you increase the interest and selling efficiency of your present customers but 5% through a real ginger-up, sales-inspiring two-page advertisement in this issue you will pay the cost of a yearly advt. several times over.

We believe in advertising. We have been featuring this issue to our readers for the past six weeks. They will expect to see your advertisement. They will want to know your ideas on why they should sell your goods.

They will judge your proposition by what you have to say about it in this issue. See that they get the proper impression by using a forceful advertisement that will dominate this issue. But act NOW.

Advertising Manager
CANADIAN GROCER

The Clerks' Page

A NEW ORANGE PROBLEM.

Editor Clerks' Page.—Here is a good problem which you might like to use, and which will probably keep your readers guessing:

Two clerks are each given a pile of oranges to sell. One pile contains 39 oranges. The other pile 35 oranges. The clerks sell these at the same rates, and for the sales each receive the same amount. At what rates do they sell the oranges?

R. G———

Winnipeg, Man.

• • •

SAYS LOSS IS $20 AND THE GOODS.

Editor Clerks' Page.—My answer to the bogus money problem is:

The hobo bought $5.00 worth, and in payment he handed the dealer a twenty dollar bill; the grocer has not sufficient change, so he goes across the street to Jones and gets changed the bill: later on Jones tells him that the bill is bad. The grocer was obliged to give the $20 back to Jones, so he loses $20 in cash and $5 worth of goods.

EUGENE BEDARD.

Quebec, P.Q.

• • •

$15 AND THE GROCERIES.

Editor Clerks' Page.—My answer to the Hobo problem is that the grocer lost $15 and the groceries.

N. C———.

Orillia, Ont.

• • •

Editor Clerk's Page.— Would be pleased to have C. G. McKeen's answer to his own problem. I cannot see how he can do it as the problem is given out.

The hobo got away with $15 good money and $5 worth of groceries, and that is what the grocer lost.

Mattawa, Ont. N. FINK.

• • •

A COUNTER-QUESTION.

Editor Clerks' Page.—Re bogus money problem: I would like to ask your correspondent who claims that the grocer lost $60, a question. Who received the benefit of all above $20, which I claim to be the correct answer.

WM. SWIFT.
2002 Waverly St.

Montreal, Que.

ANSWERS TO TWO PROBLEMS.

Editor Clerk's Page.—In reply to the problem from Mattawa, Ont., in your issue of March 19th, there were 11 men, 41 women and 48 children.

In answer to the second one from Springvale, Ont., A would receive 88 8-9 lbs. and B 111 1-9 lbs.

TOM BEAULIEU.

East Angus, Ont.

• • •

THREE PROBLEMS ANSWERED

Editor Clerks' Page.—Regarding this week's problem we solve as follows:

The $100 we would divide this way:

48 children get	$ 4.00
41 women get	41.00
11 men get	55.00
100	$100.00

Re hobo problem, the grocer would be "out" $15 cash and the $5 worth of groceries.

The pork problem is unworkable, for the simple reason that the only price that 200 lb. of pork will figure out $10 is at a straight 5c lb.

The nearest solution basing it on 200 lb. is 90 lb. at 5½c and 110 lb. at 4½c. Each, in this way, would be paying $4.95.

H. C. BAILEY.

Maple, Ont., March 20, 1915.

BANQUET ARRANGEMENTS MADE.

At a meeting of the Executive of the London, Ont., Retail Grocers' Association on Thursday evening last, it was decided to hold the banquet to be tendered the visiting grocers during the convention in May, at the Tecumseh House. It will be necessary for visiting grocers to register their names with the secretary at the Masonic Temple to get their banquet ticket.

Committees were named to distribute Wednesday afternoon closing cards to all grocers, also to get information from the various railway agents re the annual excursion. Detroit or Niagara Falls have the call this year.

There was also a committee named to arrange for speakers and entertainment for the banquet. In fact, this will eclipse anything the association has ever before attempted and that is saying a good deal, as London grocers have been always in the forefront.

THE ENCYCLOPEDIA

PEPPERMINT.

Peppermint (Mentha piperita) is a herbaceous plant, the leaves of which yield a well-known medical tea. The plant was first mentioned in medical literature in 1696 by the English physician, Ray, who found it in Hertfordshire, England. It went to Germany in the eighteenth century and soon found an important place in the pharmacopeia. The Chinese and Japanese are said to have known of peppermint long before, but it is not certain whether this was the genuine peppermint. There is a certain mystery that enshrouds this plant botanically; it is not known exactly where it originated, and as it occurs in endless varieties, it is not really plain what was meant by "mint" in the old writings. As a rule, the old writers jumble all the kinds of mint indiscriminately together, and it appears as if the genuine peppermint of our times was derived from the curly mint and common balsam.

To-day a sharp distinction is made between the various mints, and peppermint occupies the foremost place among them. It is the cultivated kind that is chiefly used, which is grown in England, America, Japan, France and also in Germany in large quantities.

Peppermint in the shape of a herb finds no employment in the line of food substances, but its active principle, the essential oil of peppermint, obtained by distillation from the dry leaves, is used. Various qualities are recognized in commerce.

English peppermint oil, also called after the place of its origin, Mitcham, in the County of Surrey, Mitcham oil, is said to be the most prized and the most costly kind. It is about twice as dear as German oil. The English oil owes its superiority above all else to its careful preparation. Only leaves of selected good quality are used, and of these only about one-quarter of one per cent of the entire weight is distilled off. The total product of England is said not to be more than about 15,000 pounds. The English oil finds universal use where a pure, mild flavor is demanded, that is free from any foreign flavor.

Daylight Saving Endorsed

Saskatoon Retailers Take a Vote and Majority Are in Favor — Advantageous Legislation Secured and More That is Wanted—Weekly Half Holiday Decided Upon —Some Market Troubles.

SASKATOON, Sask., March 30.—A "Booster" meeting of the local Retail Merchants' Association was held last week and a number of old and new members of the association met to discuss the work of the association and to take steps on various matters affecting their interests.

The meeting expressed itself thoroughly in favor of the daylight saving scheme and weekly half-holiday. Among other topics discussed were the business tax, pedlars and transient traders, the City Market, trade sections, the forthcoming convention and other matters of general interest to the retailers of the city. C. T. Woodside, grocer, president, was in the chair.

The chairman expressed his gratification at the good attendance which spoke well for the canvass which had taken place during the past week. He commented upon the necessity for further organization among the retailers of the city and referred to other branches of business which had their trade organizations.

Gratifying reports were presented by the chairmen, H. Tupling, J. L. S. Hutchinson, S. E. Fawcett, A. W. Wylie and Mr. Dibden, with respect to the active membership campaign in Saskatoon. The members of the committee generally met with a hearty reception.

Important Legislation.

J. L. S. Hutchinson delivered a most interesting address on the work of the Association and some of the work it intended to take up in the future. One of the objects he pointed out and, one of the most important, was initiating legislation in the interests of the retailers and watching legislation which was inimical to their interests.

In Saskatchewan the association had been able to bring about the small debts court. They were also now endeavoring to get the limit of $50 in the small debts court raised to $100, and also to bring about legislation whereby if they obtained judgment they could issue execution against a debtor's lands. They were also endeavoring to obtain continuous garnishee proceedings and the raising of the pedlar's license in the Province, the producer and grower of meat, fish and farm products to be exempt from such legislation. The Food and Supply Bill and the forcing of a debtor to return to settle his accounts where they were transacted.

Another matter which was being taken in hand by the association was an alphabetical list of property owners in the registry office. Their credit rating department was second to none and he himself would not be without it for three times the subscription to the association. Other branches of the association's work which had been or would be taken up were the free legal department, the lost debtors' list and the handling of bankrupt stocks.

Endorse Daylight Saving.

The question of daylight saving was discussed, and it was suggested that with regard to the children, the schools might open at 10 o'clock instead of nine. One member of the association, who said he intended to oppose the proposal, as much as possible, said it was impossible to get a family of small children to bed so long as it was daylight and equally impossible to get them up in the morning. The mothers and the employees at the roundhouses of the C. N. R. and the C. P. R., he said, would oppose it. The money that would be spent in putting the question to the vote would be better spent in relieving cases of distress, for it would be defeated as sure as it was brought up. It was argued that the farmers would oppose it very much, on account of the inconvenience to them with respect to shopping, while on the other hand it was contended that the farmers only required to be educated in favor of it. On the question being voted upon 26 of those present expressed themselves in favor of a daylight saving scheme and 12 against. A petition in its favor was circulated at the meeting and largely signed.

A weekly half holiday during the summer months was also discussed, a resolution being proposed that a half holiday should be observed as last year on Wednesday afternoons, from one o'clock during June, July and August, the council to be asked to pass a by-law in either case making the half holiday compulsory. The resolution was carried.

The grocers and fruit dealers in the city, it was contended, should be protected from the pedlars and transient traders and it was decided to take up the matter further.

The city market came in for some criticism, it being contended that the manner of running the market was detrimental to the interests of the retailers. It was pointed out that the retailers could not purchase quanities at less than the consumer could purchase a small quantity, whilst 10 per cent. of the produce sold in the market came from the farmer, 90 per cent. came from the country towns. The retailers, it was contended, were directly paying for the upkeep of the city market, while at the same time they had to pay heavy taxes and electric light and other bills. It was suggested that the members of the association should attend the meeting of the city council on Friday morning at 10 o'clock, when the market question is being investigated.

It was decided to hold a meeting of the association in the Wilson Hall on the second Monday in each month.

READERS' SERVICE DEPARTMENT.

Canadian Grocer conducts a Service Department open to all our readers. Special investigations will be made for retailers and advertisers upon request and free of charge. If you are in search of the source of a new foodstuff, or you want to know the agents or manufacturers of any line—foodstuff or equipment—'phone us or drop us a line. The "Readers' Service Department" is at YOUR service.

WOULD LIKE A 24-LB. CHEESE.

Editor Canadian Grocer.—Here on the coast at the present time we are unable to get a twin cheese Canadian, and so the wholesalers are supplying the trade with California cheese.

While the public do not care very much for it there is one thing about it that appeals to me and that is its convenient size (about 24 lbs.). I am writing to ask you if you could use your influence with the Canadian cheese factories to turn out a cheese about this size, as it does not require to be split and is just the thing for the small store.

HENRY NORMAN,
Victoria, B.C. 1446 Haultain.

Convention Subjects for Discussion

Officials of Ontario Grocers' Section of the R.M.A. Completing Arrangements for the Big Meeting in May at London, Ont.—Important Conference With Wholesalers and Manufacturers Announced—Tickets Good Nine or Ten Days.

JUDGING by the way the officials of the Grocers' Section of the Retail Merchants' Association of Ontario are handling the preparations for the big London Convention on May 3, 4 and 5, this year's conference is sure to be of the greatest value and importance to every grocer in the Province. Secretary W. C. Miller, who has charge of the arrangements, is perfecting matters as rapidly as possible. As announced in last week's issue, Mr. Miller was in London the previous week, advancing prepartaions. He was there again last week, and reports that the London Association is working strenuously to help along the good cause.

It was also reported in last week's issue that committees had been formed among the members of the London Association to look after various work and these committees are already in motion. It has been decided that a number of the London retailers will visit surrounding towns and cities such as Ingersoll, Woodstock, St. Thomas, Chatham, Dorchester, etc., to interest the retailers there. Automobile trips will be undertaken and it begins to look as if the convention in May will be the best attended of any of the Ontario Grocers' in the past.

One of the questions that will be dealt with, is a proposed amendment to the Pure Food and Drug Act. At the present time the Government makes the retailer liable in case there are found on his shelves any article of foodstuff which does not come up to the standard as presented in the Food Standards and the Adulteration Act. The retailers feel that there is a discrimination here in many cases against them, and they intend to go into the matter fully, with a view to presenting an amendment to the Government. There are also some questions to be asked in connection with the new Maple Syrup Products regulations which have prohibited the manufacture in the future of all maple products which are not absolutely pure, and which are marked with the word "maple."

Transient Traders' Act Explanation.

The headquarters of the Retail Merchants' Association is being deluged with questions about the Transient Traders and Pedlars Act. This matter will be gone into thoroughly at the convention, and the Act will be interpreted to show how the remedy lies in the hands of retailers of each municipality to prevent transient traders doing business under small license fees and against the law in other ways.

It is some time now since the discount of 1 per cent. has been discontinued by the wholesale grocers. Retailers feel that this was unnecessary and there is a movement on foot to attempt to get back this discount. The retail men feel that it would be a benefit to the wholesale grocer, particularly at the present time, in getting his discounts paid more promptly. This matter will be presented to the Wholesale Grocers' Guild, in all probability, when action is taken at the convention.

For a good many years retail grocers in various local associations have expressed their disapproval of having to purchase such lines as canned goods, dried peaches, etc., in advance and having to take them as soon as the wholesaler is in a position to deliver; and at the same time of having to invest so much money so far ahead. They feel that the wholesalers should carry the stock, deliver and invoice the goods as required, and still allow the retailer the privilege of buying them in advance at the usual discount. The retailers' claim is that at present, canned goods and other lines bought on same methods, occupy a great deal of space, long before they are required, and they have at the same time to be covered by insurance. By buying in advance at the discount, and by taking delivery as required, and getting the invoices at the time of each delivery, they feel that because they have less money tied up in one particular line, they will be in a position to meet their regular bills more promptly. The question will be discussed.

To Follow Transient Debtors.

There will also be some time devoted to a discussion on transient debtors. The association hopes to bring about a condition of affairs when all movements of transient debtors will be promptly reported to the head office. Not long ago, a certain Western Ontario merchant reported that two of his customers, who owed him accounts, had moved to another town, and asked the association for information about them. The association's secretary wrote one of the members of the town in question, and received the information that both men were working and making fairly good money. This led to the collection of the debt.

Officials of the Grocers' Section of the R.M.A. report that they have evidence to show that wholesalers are still selling direct to consumers; that they have tags and invoices to prove their contention. Invitations will be sent to every wholesale grocer in Ontario, as well as foodstuff manufacturers, to be present at the convention, when this matter will be gone into thoroughly. "We are going to settle this matter for all time," remarked one official.

The work of the association in regard to the liquidation of the National Railway Association and the Household Co-operative Stores will be submitted to the convention, as well as data about other co-operative concerns, and steps that are being taken to compel them to do business legitimately and to prevent them from getting privileges from the Government which are denied other joint stock concerns.

The Joint Conference.

The conference with the wholesalers and manufacturers is considered to be one of the most important, if not the most important, proceeding at the convention. It is well known throughout the trade that strong efforts are being made to organize farmers' clubs to buy groceries direct from wholesalers and manufacturers. In Western Canada, the Grain Growers' Association has already commenced this, and there are promoters out through Ontario attempting to organize the farmers along similar lines. Retailers feel that if wholesalers go in for this business, on an extensive scale, it will seriously affect the retail trade of the country, and will be more or less conducive to trade demoralization. The conference along this line will, therefore, be intensely interesting to every member of the trade. A very urgent invitation will be sent to wholesalers and manufacturers to be on hand to discuss fully the matter.

The Department of Agriculture at Ottawa has been communicated with to send an official to explain to the retailers the new butter regulations, and how they affect the retailer and consumer. Other matters will be also dealt with,

(Continued on next page.)

Current News

Quebec and Maritime Provinces.

John Dence, grocer, Halifax, N.S., died recently.

Peter McKenzie, grocer, has registered in Glace Bay, N.S.

Adams Bros., grocers, Halifax, N.S., sustained a fire loss recently.

D. A. McBeath, grocer, Moncton, N.B., sustained a fire loss last week.

The Farmers' Co-operative Store in Megantic, Que., that was started last June, has closed its doors.

E. L. Meikle & Co., general merchants, Lachute, Que., are trying to dispose of their stock of dress goods, and will extend their lines of hardware and groceries.

Rose & Laflamme, Ltd., commission merchants, 400 St. Paul Street, Montreal, will move into new quarters at 500-502 St. Paul Street, about April 15, taking the whole of the building previously occupied by M. Vineberg & Co.

Ontario.

Robt. Munro, grocer, Forest, Ont., died last week.

A. G. Hill, grocer, Toronto, has sold to C. E. Thompson.

Wm. Thompson, grocer, Toronto, has been succeeded by W. R. McCaw.

Roy Hunter has bought the grocery business of S. G. Moore, Cardinal, Ont., and has taken possession.

The assets of the National Railway Association, with head offices in Toronto, have been advertised for sale by tender.

The Swift Canadian Company, Limited, recently took out a permit for a $48,000 three-storey brick office building at the corner of Keele and St. Clair, Toronto.

The Retail Merchants' Association of Simcoe, Ont., has decided to continue closing at noon on Thursday during June, July and August, the same as last year.

J. D. Mills, Sarnia, Ont., has sold the Red store and grocery business to George A. and John R. Jamieson, and will devote his time entirely to horticultural work. The new proprietors are brothers.

During 1914 the increase in new members of the Retail Merchants' Association in Ontario was 764 members above the previous year. This year, the officials expect an increase of a thousand over last year.

Organization in connection with the Retail Merchants' Association is going on in Oakville, Lindsay, Elmira and Ottawa, Ont. E. Newton, J. C. Doyle, T. J. Maher and Eric C. Jamieson are the organizers in charge, respectively.

A Niagara Falls, Ont., despatch, says: A Toronto preserving company will start work some time this week on the construction of a factory in Stamford township. The company will manufacture fancy jams for the home trade, and bulk jams for the soldiers at the front.

W. C. Miller, who is secretary of the Ontario Grocers' Section of the Retail Merchants' Association, has been appointed assistant secretary to E. M. Trowern, who is secretary of the Retail Merchants' Association of Ontario. Mr. Miller has charge of the organization work.

On and after Monday, April 5, all jewelry, dry goods, boot, butcher, tailor and grocery stores in Walkerville, Ont., will close at 7 o'clock every evening, excepting Saturdays, days before holidays, and for two weeks preceding Christmas. A by-law to this effect was finally passed at a special meeting of the Town Council last week. The penalty for violation is a fine not exceeding $50. The date on which the by-law should take effect provoked a little discussion. Councillor Crouchman, who is president of the Retail Merchants' Association, stated that the merchants were anxious to have it go into effect as soon as possible. Mayor Howe remarked he was of the opinion that the by-law should be effective immediately after its final reading, but Councillor Chater argued that the merchants should be given ample notice and suggested May 1. Another suggestion that the date be set as April 1 was quickly dropped when the mayor smilingly remarked: "Gentlemen, that's All Fools' Day—a rather bad day to begin, you'll agree." It was finally decided that the by-law should take effect on and after April 5.

Western Canada.

A. Bay, general merchant, Pelly, Sask., has sold to S. Shatsky.

The general store of G. W. Capling, Bengough, Sask., sustained a fire loss recently.

N. Korman, general merchant, Haskett, Man., is succeeded by Mrs. Samuel Korman.

The W. G. King Co., Limited, general merchants, Elrose, Sask., has been incorporated.

W. A. Wright & Co., general merchants, Bethany, Man., is succeeded by Wright & Swift.

The Globe Store Estate, general merchants, Alsask, Sask., has disposed of its stock to M. Vineberg.

Creditors of the Wawota Co-operative Trading Co., Wawota, Sask., have filed their claims with W. Thompson, Wawota.

CONVENTION SUBJECTS FOR DISCUSSION.

(Continued from page 34.)

which this official will be in a position to explain.

Secretary Miller points out that the Masonic Temple, where the convention will be held, is a particularly desirable location. It is an exceedingly fine building, and has ample accommodation for the sessions, as well as for the exhibits of manufacturers. While the sessions of the convention will probably be confined to Tuesday and Wednesday, May 4 and 5, the Manufacturers' Exhibit will be open on Monday, May 3. Invitations will be extended through the grocers of London to the consuming public to be present on Monday afternoon to see the goods on display and to obtain samples. On Tuesday and Wednesday the exhibit will be open from 10 a.m. to the trade. As reported last week, the London Retail Grocers' Association is extending a banquet to the visitors on Tuesday evening. This will be held at the Tecumseh Hotel.

Canadian Grocer has already dealt fully with the railway certificates in last week's issue. It might be added that tickets for the convention are good going three days prior to the opening of it and good returning three days after the close. This gives anyone desiring to make an extended visit in London some nine or ten days.

Trade Looks Up for Easter

Noticeably Improved Demand—Tea Very Firm and High—Valencia Raisins Advanced—Sugar Quiet—New Prunes at Big Prices—Advance in Package Teas Suggested — Bean Market Takes Easy Turn.

Office of Publication, Toronto, March 31, 1915.

FOR some weeks now, indeed, for some months, the tea markets of Colombo and London have been steadily advancing. Farthing has succeeded farthing and the only break has been when the increase was a halfpenny. Teas have never been so high as they are now, and in addition to the actual cost prices at the auctions there are other eventualities which have to be covered, by someone. War risks, expenses incurred in wasting time in trans-shipment, delayed freights and so forth all have to be accounted for.

Canadian Grocer has been saying for some time that tea men in Canada must very soon put up their prices. There have been one or two changes on the part of the big tea houses,—withdrawals of certain lines and changes in others and the like—but so far there has not been a general advance in prices. This cannot long be delayed. Teas cannot continue to be sold at to-day's prices so long as cost price is what it is. It would seem bankruptcy for the big dealers. Higher prices are apparently somewhere in the offing and may not be far away at that.

Spices are nearly all firm. We recorded an advance in Montreal last week, and in Toronto the market is advancing. The retailer will do well to look after his requirements in this regard right away. Peppers and cream of tartar in particular are firm.

The flour situation has eased up some. Business is quiet, both domestic and export, and save for a little demand in mill feeds, the whole grain market displays little activity just at present. How long this lull will last is a nice point. The news from the front has been steadily good for some days now, and the Dardanelles difficulty is certainly nearer solution. The remark of Mr. Asquith in London the other day to the effect that by June the people in Britain would enjoy lower prices in foodstuffs has done much to make the public believe—taking into consideration the undoubted improvement in the general position—that it isn't such a long way to Tipperary after all, and that the war will end sooner than the three year limit which Lord Kitchener predicted. These things have beared the wheat market on May wheat to some extent, and though prices fluctuate, are up one day and down the next, the high levels we saw recently are not attained at present.

Eggs have sold to an enormous extent during this pre-Easter week. Their remarkable cheapness has made for a big consumption, apart from any Easter demand that there might be. Many butchers give it as their opinion that temporarily, at any rate, new-laid eggs are being eaten instead of meat to a considerable degree. Fish men echo this statement. Prices will hold till Easter, but after that we think they will come even lower. We heard of a man who bought a case the other day from a farmer at 18 cents a dozen; freight ran about another cent, and he is eating strictly fresh eggs at 19 cents a dozen. Probably, after Easter, prices to retailers will be 2 or 3 cents below present figures.

Markets in Brief

QUEBEC MARKETS.

FLOUR AND CEREALS—
- Rolled Oats advanced 15c.
- Weakness in feed market.
- Flour market very quiet.
- Corn flour market strong.

PRODUCE AND PROVISIONS—
- Eggs less plentiful at 23c.
- Butter declines to 33c.
- Lower quotations on fowl.
- New maple syrup arrives.
- Provision market quiet.

FRUIT AND VEGETABLES—
- Cucumbers up $1.00 per box.
- Demand for cabbages at $2.00.
- Big demand for celery at $3.50.
- Rhubarb 75c small, $1.50 large.
- Oranges up for Easter.
- Pineapples advance 50c per crate.
- Strawberries moving for Easter.

FISH AND OYSTERS—
- First car fresh halibut arrives.
- Fresh halibut quoted 11-12c. lb.
- Haddock just in brings 5½-6c.
- Lobster market much easier.
- Holland herrings not in yet.

GENERAL GROCERIES—
- Considerable advance in pecans.
- Little demand for sugar.
- Bean market still easy.
- Advance in package tea expected.
- No sales of new molasses.
- California raisin prices down.

ONTARIO MARKETS.

FLOUR AND CEREALS—
- Flour Business Quiet.
- Mill Feeds Moving.
- Cereals Very Slow.
- Rolled Oats Dull.

PRODUCE AND PROVISIONS—
- Good Trade in Bacon.
- Butter Quite Firm.
- Cheese Still High.
- No Change in Eggs.
- Live Poultry Scarce.

FRUIT AND VEGETABLES—
- Navels Firmer.
- Big Demand for Pineapples.
- American New Potatoes.
- Carrots and Beets From U. S.

FISH AND OYSTERS—
- Lots of Fresh Fish Coming.
- Most Dealers Stocked With Frozen Sea Salmon from B. C.
- Roe Shad From Baltimore.

GENERAL GROCERIES—
- No Price Change in Tea.
- Market Very Firm.
- New Prunes at High Levels.
- Nuts Easier.
- Valencia Raisins Slightly Higher.

QUEBEC MARKETS.

Montreal, April 1.—Last week was not an exceedingly brisk one. The reason given for this is that retailers in the country are waiting for the opening of navigation. At present, the roads are quiet in the country, and it is almost impossible to draw stuff. When the wheels sink down to the hub in mud, the effect on trade is bad. Navigation will open early this year, and on April 15 the summer rates apply on the railways. It is only natural, under these circumstances, that dealers who are in need of supplies are willing to wait.

New maple syrup arrived on the market last week end, the weather having been favorable to the running of the sap. The 1915 product is of exceptionally good quality, and quotations are 70-75c for 8½-lb. cans, and $1.20 per gallon. Retailers may expect a new cane syrup on the market before very long.

The effect of advertising was illustrated in a lobster campaign conducted by a local house who found large stocks of canned lobsters on their hands. They commenced to co-operate with the retailer by supplying window displays and appropriate cards, and in a short time they were practically cleaned out of their stock.

The high price of cheese, which at present is highest in the history of Canada probably, has had the effect of inducing some country stores to cease handling cheese altogether until lower prices come along. These are expected earlier this year, as the factories will open in three weeks to take advantage of the high prices. Eggs continue to be quoted around 23c, the demand being

heavy. The supply fell off slightly during the past week. Butter has declined again.

SUGAR. — Things are exceedingly quiet here with the refiners, this not being a time of the year when much sugar is used. Prices are steady for raws, and unless the demand here improves, higher prices seem unlikely. Refiners predict higher prices later on, owing to general war conditions. The beet industry in Germany and Austria being upset will naturally have an effect on the market. The opinion of the trade is that prices in Canada are high enough just now, and that higher prices are unlikely. The reason given is that wholesalers and retailers bought heavily during February and January, and refiners have big stocks on their hands. With a new refinery in the field, it does not look as though conditions locally will assist in strengthening the market.

Extra Granulated Sugars—	Per 100 lbs.
100 lb. bags	6 80
20 lb. bags	6 90
2 and 5-lb. carton	7 10
Yellow Sugars—	
No. 3	6 65
No. 1	6 40
Extra Ground Sugars—	
Barrels	7 20
60 lb. boxes	7 40
25 lb. boxes	7 60
Powdered Sugars—	
Barrels	7 00
50 lb. boxes	7 20
25 lb. boxes	7 40
Paris Lumps—	
100 lb. boxes	7 55
50 lb. boxes	7 65
25 lb. boxes	7 86
Crystal Diamonds—	
Barrels	7 45
100 lb. boxes	7 55
50 lb. boxes	7 65
25 lb. boxes	7 85
Cartons and half cartons	8 06
Crystal Dominoes, cartons	8 15

DRIED FRUITS.—Figs and dates appear to be just as plentiful as reported last week. Currants are inclined to be scarce, and prices, while not any higher, are firm. Sultanas are still scarce and high. California seedless and seeded raisins are plentiful and supplies are coming here from Toronto, where there is something approaching an over-supply. Prices on these lines are lower to the retailer this week.

EVAPORATED FRUITS.	Per lb.	
Apples, best winter	0 07½	0 08½
Apricots	0 15	0 17
Nectarines, choice	....	0 11½
Peaches, choice	0 09½	0 10½
Pears, choice	....	0 13½
DRIED FRUITS.		
Candied Peels—		
Citron	0 20	0 21
Lemon	0 13½	0 14
Orange	0 13½	0 14
Currants—		
Amalias, loose	....	0 07½
Amalias, 1-lb. pkgs.	....	0 08
Filiatras, fine, loose, new	....	0 07½
Filiatras, packages, new	....	0 08½
Vostizzas, loose	....	0 08½
Dates—		
Dromedary, package stock, per pkg..	....	0 09
Fards, choicest	....	0 12½
Hallowee, loose	....	0 08½
Hallowee, 1-lb. pkgs.	0 08	0 09
Figs—		
8 crown, 12 lb. boxes, fancy, layer, lb.	....	0 15½
7 crown, 12 lb. boxes, fancy, layer, lb.	....	0 16½
6 crown, 1 12b. boxes, fancy, layer, lb.	....	0 15
Prunes—		
30 to 40, in 25-lb. boxes, faced	....	0 15
40 to 50, in 25-lb. boxes, faced	....	0 14
50 to 60, in 25-lb. boxes, faced	....	0 13
60 to 70, in 25-lb. boxes, faced	....	0 12
70 to 80, in 25-lb. boxes, faced	....	0 11
80 to 90, in 25-lb. boxes, faced	....	0 10½
90 to 100, in 25-lb. boxes, faced	....	0 09½
Raisins—		
Malaga, table box of 22 lbs., 3-crown cluster, $2.60; 5-crown cluster	....	3 60
Muscatels, loose, 3 crown, lb.	....	0 08½
Sultana, loose	0 09½	0 11
Valencia, selected	....	0 09
Valencia, 4-cr. layer	....	0 09¼
Cal. seedless, 16 oz.	....	0 11
Seedless, 12 oz.	....	0 09
Fancy seeded, 16 oz.	....	0 10
Choice seeded, 16 oz.	....	0 09½

Prices quoted on all lines of fruits are liable to be shaded for quantities, according to the state of market.

RICE.—No changes are reported in prices of rice milled in this country. The opinion of a prominent rice man is that Siam rices will be more in demand this year on account of the better grain. There is nothing new from England, and it seems that millers there will do nothing until supplies are in their hands.

Rangoon Rices—	Per cwt.
Rangoon "B"	3 60
"C.C."	3 50
India bright	3 75
Lustre	3 85
Fancy Rices—	Per cwt.
Imperial Glace	5 50
Sparkle	5 70
Crystal	5 45
Ice drips	5 80
Snow	5 70
Polished	4 85
Pearl	5 05

Prices are per 100 lbs., packed in bags (250 lbs.), half-bags (100 lbs.), and quarter-bags (50 lbs.); add 10c per 100 lbs. for pockets (25 lbs.), and 20c for half-pockets (12½ lbs.).

Imported Patna—	Per lb.	
Bags, 224 lbs.	0 06	0 06½
Half bags, 112 lbs.	0 06¾	0 06
Quarter bags, 56 lbs.	0 06¾	0 06¼
Velvet head Carolina	0 09¾	0 10½
Sago, brown	0 05¼	0 06
Tapioca—		
Pearl, lb.	0 05	0 05½
Seed, lb.	0 05	0 05½

MOLASSES.—Conditions are exactly the same as they were a week ago, that is, at a standstill as regards new crop. Prices being quoted are the same, none of the planters having yet shown a disposition to back down. Talk of bringing New Orleans molasses into this field is not taken seriously by the trade. It is pointed out that the French trade demands an article suitable for table use. New Orleans, it is argued, is all right for baking purposes, that being the reason why it is sold so extensively in Ontario.

	Prices for Island of Montreal.	
Barbadoes Molasses—	Fancy.	Choice.
Puncheons	.45	.43
Barrels	.48	.46
Half barrels	.50	.49

For outside territories prices range about 2c lower for fancy; nothing for choice.

Carload lots of 20 puncheons or its equivalent in barrels or half barrels, to one buyer, may be sold at "open prices." No discounts will be given.

Corn Syrups—	
Barrels, per lb., 3¾c; ½ bbls., 4c; ¼ bbls.	0 04¼
Pails, 38½ lbs., $1.95; 25 lbs.	1 46
Cases, 2 lb. tins, 2 doz. in case	2 65
Cases, 5 lb. tins, 1 doz. in case	3 00
Cases, 10 lb. tins, ½ doz. in case	2 90
Cases, 20 lb. tins, ¼ doz. in case	2 85
Cane Syrups—	
Barrels, lb., 3¾c; ½ bbls.	0 04
Cases, 2 lb. tins, 2 doz. per case	2 65
Maple Syrups—	
New, pure, per 8½ lb. tin	0 70 0 75
Pure, in 15 gal. kegs, 8c per lb. or, per gal.	1 20
Maple sugar, pure, per lb.	0 11 0 12

COFFEE.—No changes are reported in coffee quotations. Prices below are considered good averages.

Coffee, Roasted—		
Bogotas	0 26	0 30
Jamaica	0 23	0 24
Java	0 31	0 36
Maricaibo	0 22	0 25
Mexican	0 27	0 28
Mocha	0 33	0 36
Rio	0 17	0 20
Santos	0 21	0 23
Chicory, per lb.	0 10	0 12

NUTS.—Shelled walnuts are a little weaker this week again, if anything. This applies to season's quality, which are poor quality. Walnuts of good quality are scarce and command good prices. Pecans, in shell, are up ½c per lb., and 5c per lb. for shelled. Price to retailer for the latter will be around 65c. Almonds are about the same.

Almonds, Tara	0 16	0 18
Grenobles, new	0 16	0 16½
Marbots, new	0 15	0 16
Shelled walnuts, new, per lb.	0 34	0 37
Shelled almonds, 28-lb. boxes, per lb.	0 38	0 40
Sicily filberts	0 13	0 14
Filberts, shelled	....	0 23
Pecans, large	....	0 19
Brazils	0 12	0 13
Peanuts, No. 1, 12½c; No. 2	....	0 11½
Peanuts, No. 3	....	0 10
Canadian chestnuts	....	0 12

SPICES.—The market is still firm, but actually no change in quotations. Supplies are hard to get owing to difficulty in securing bottoms. Peppers particularly are firm. Demand from retail trade is stated to be fairly good.

	5 and 10-lb. boxes.	¼-lb. pkgs. dozen.	¼-lb. tins lb.
Allspice	—0 17	0 70—0 80	—0 24
Cassia	—0 23	0 78—1 05	—0 31
Cayenne pepper	—30	1 08—1 21	—0 36
Cloves	—0 41	1 21—1 31	—0 48
Cream tartar—40c.			
Ginger, Cochin	0 18—0 24	—....	—....
Ginger, Jamaica	—0 23	1 00—1 15	—0 31
Mace	—0 80	1 00—1 15	—1 00
Nutmegs	—0 40	1 08—1 26	—0 75
Pepper, black	—0 25	0 90—1 00	—0 31
Pepper, white	—0 34	1 15—1 20	—0 40
Pastry spice	—0 23	0 95—1 20	—0 31
Pickling spice	—0 16	0 85—1 00	0 80—0 95
Turmeric	0 21—0 23	—....	—....

Lower prices tor pails boxes or bailers when delivery can be secured.

Cardamon seed, per lb., bulk	2 00	2 50
Carraway—		
Canadian	....	0 13
Dutch	0 15	0 16
Cinnamon, China, lb.	0 20	....
Mustard seed, bulk	0 19	0 23
Celery seed, bulk	0 36	0 46
Cayenne chillies	....	0 35
Shredded cocoanut, in pails	....	0 09½

DRIED VEGETABLES.—The market for beans is described as "sick." Wholesalers declare they can buy all of the 3-lb. pickers they require at $2.85. At the same time, beans of good quality are not too plentiful and wholesalers who bought heavily when the market was around $3.05 are not in a position to make reductions in their quotations to retailer. It appears that the elevators in Ontario are getting filled up, and farmers are anxious to sell. A wholesaler here was offered a car of large white marrowfat beans at $3.85 a month ago. He did not buy then, but after waiting for three weeks, he bought the car at $3.55—which gives a good idea of the condition of the market. Peas have undergone no change.

Beans—		
Canadian, 3-lb. pickers, per bushel	3 25	3 50
Yellow, per bushel	....	3 75
Yellow eyes, per bushel	....	3 25
Lima, per lb.	0 07½	0 08
Peas, white soup, per bushel	2 85	3 00
Peas, split, bag 98 lbs.	....	5 25
Barley, pot, per bag	....	3 00
Barley, pearl	....	4 50

TEAS.—Trade in tea continues quiet, but the feeling persists that with the high prices prevailing, importers will be compelled to ask higher prices for both bulk and package teas. Freights are up again, which is having a tendency to aggravate the situation.

MAPLE SYRUP.—Supplies of new syrup and sugar have been coming in very freely during the past two or three days, the quality of which is excellent. A cold snap resulted in a slight set-back, but with warmer weather, supplies are expected to be heavy during the week. Quotations for 8½-lb. tins are 70c to 75c; per gallon, $1.20, and sugar, 11 to 12c per lb. There is very little old syrup left, and is not worth while quoting.

ONTARIO MARKETS.

TORONTO, March 31.—The return of the cold weather, synchronising as it has done with the approach of the Easter holidays, has made for better business in several lines. There has been noticeably improved trade. This is true of practically all the markets. Fruits and vegetables, dried fruits and dried vegetables, provisions—particularly, of course, new laid eggs—have all been in good demand.

Then again, the distinctly encouraging news from the front has lent firmer tone to the markets generally; that is to say, it has enabled many people who were hovering near pessimism to lay in a stock of optimism. It is to be hoped it's a big stock. General trade, not only groceries, is in better shape. Army contracts have done much to render this state possible notwithstanding the break-up so shattering in its effect which came with the outbreak of war. Collections continue good in the country and not so good in the city. The bad state of the roads is hampering supplies of country produce in some sort, and from this point of view, Spring can't come too soon. On the other hand, as we have noted, the cold snap has been responsible for good buying, notably in vegetables. "It's an ill-wind"—and so on.

In connection with the tea situation and the prevailing firmness not to say advancing tendency, it is worth while noting that the Board of Trade figures published in London on March 8th show that at the end of February, 1915, the bonded stock in the United Kingdom was 127,164,000 pounds as against 127,768,000 a year ago—only six hundred thousand pounds less, while the invisible stock in the country must be much larger. So whatever we may say about the price aspect of the tea situation, apparently there is no fear of a shortage.

SUGAR.—Market here, reflecting New York, is firm and steady still, though business is light. There is little feature, and talk is mostly of the new Cuban crop and the possibilities of France and Great Britain entering as purchasers. Buying here is in as small quantities as are barely necessary.

Extra Granulated Sugars, Montreal Refined—per 100 lbs.	
100 lb. bags	6 86
20 lb. bags	6 96
10 lb. bags	7 01
2 and 5-lb. cartons	7 15
Nova Scotia refined, 100-lb. bags	6 76
New Brunswick refined, 100-lb. bags	6 86
Extra Ground Sugars—	
Barrels	7 26
50 lb. boxes	7 44
25 lb. boxes	7 56
Powdered Sugars—	
Barrels	7 06
50 lb. boxes	7 26
25 lb. boxes	7 46
Crystal Diamonds—	
Barrels	7 51
100 lb. boxes	7 71
50 lb. boxes	7 71
Cartons (20 to case)	8 11
Cartons (50 to case)	8 61
Crystal Dominoes, cartons	8 26
Paris Lumps—	
100 lb. boxes	7 61
50 lb. boxes	7 71
25 lb. boxes	7 91
Yellow Sugars—	
No. 1	6 46

Barrels granulated and yellow may be had at 5c per cwt. above bag prices.

TEA.—At time of writing we have no cable from London so that probably the price at the auctions this week is unchanged. No one will complain if it is. The market has done enough advancing to last for some time. We hear from more sources than one that teamen cannot go on much longer selling tea at present prices; it's too expensive, and presumably they are not in business for their health any more than anybody else. And there does not seem any likelihood of a lower buying price either in Colombo or London. We should not be surprised at any time to hear that Canadian tea merchants had advanced prices. If they don't and market conditions continue to obtain they must lower their quality. That is the "either-or."

Apropos the Russian buying, we quote from the London, Eng. "Grocer" of recent date:

"Prices of tea have again advanced, and the outlook points to a still further increase. Buying is much above the normal, partly owing to increased duty anticipations, and partly to a fairly active export demand and fears of diminished offerings at an early date. The Russians continue to buy heavily in Colombo, with the result that the market there is actually dearer than London. Russia constitutes a powerful factor in the present situation. Up to February 4, Russia had received 20,000,000 lbs. less from India this season than in the corresponding period of the 1913-14 season. There seems every likelihood of an enormous trade being opened up with Russia, as the sale of vodka there is stopped. The consumption of tea in France has also been stimulated by the restrictions placed upon the sale of absinthe and other spirits during the war. The total stock of tea in this country is only slightly below that at this time last year."

Our contemporary notes the "increased duty anticipations" which are fairly general in England.

DRIED FRUITS.—Feature of this market this week is the speculation in new crop prunes. These are being sold here on a five-cent basis, but in view of the fact that we are at the end of the season, more or less, this price seems high, and we are not inclined to credit the big business that is reported. A two-cent basis is not so long a thing of the past, and five cents seems unnecessarily high. Doubtless the different associations who take some part in getting the prunes from the gardens to the buyer have all to make something on it. 50-60s are getting 12 to 12½ cents, what there are of them. Valencias get scarcer and scarcer and we advance our quotation half a cent. Currants are enjoying a little better run just now. Apricots are firm at 14c for standard. Peaches are firmer too, and find quite a good demand. Apricots are dull. Dates have their usual trade. Candied peel is very slow.

Apricots—		
Standard, 25 lb. boxes	0 13	0 14
Choice, 25 lb. boxes	0 14	0 14½
Apples, evaporated, per lb.	0 07½	0 08
Candied Peels—		
Lemon	0 13	0 14
Orange	0 13	0 14
Citron	0 19	0 22
Currants—		
Filiatras, per lb.	....	0 07½
Amalas, choicest, per lb.	0 08	0 08¼
Patras, per lb.	0 08¼	0 08½
Vostizzas, choice	0 09½	0 10
Cleaned, ½ cent more.		
Dates—		
Fards, choicest, 12-lb. boxes	0 09½	0 10
Fards, choicest, 60-lb. boxes	0 09	0 09½
Package dates	0 06	0 08½
Hallowees	0 07¼	0 07¾
Prunes—		
30-40s, California, 25 lb. boxes	0 14½	0 15
40-50s, 25 lb. boxes	0 12½	0 13½
50-60s, 25 lb. boxes	0 12	0 12½
60-70s, 50 lb. boxes	0 10½	0 11½
70-80s, 50 lb. boxes	0 09	0 09½
80-90s, 50 lb. boxes	0 08	0 08
90-100s, 50 lb. boxes	0 07½	0 08
25-lb. boxes, ½c more.		
Peaches—		
Choice, 50-lb. boxes	0 08	0 08½
25-lb. boxes ¼c more.		
Raisins—		
Sultanas, choice, new	0 12	0 13
Sultanas, fancy, new	0 14	0 16
Valencia	0 09½	0 10
Seeded, fancy, 1 lb. packets	....	0 10½
Seeded, choice, 1 lb. packets	0 09¾	0 10¼
Seeded, choice, 12 oz.	....	0 08
Seedless, 16 oz. packets	0 10½	0 11
Seedless, 12 oz. packets	....	0 10

NUTS.—Shelled walnuts continue at lower levels, and business has fallen off to some extent. There is a good deal of buying for futures on the part of wholesalers and importers, at reasonable prices. Brazils are very slow still, new stock and old. Shelled almonds are a trifle more active, but trade has fallen off in them so far that they have a good deal to make up. There are no price changes.

	Per lb.	
In Shell—		
Almonds, Tarragona	0 17½	0 18
Brazils, medium, new	0 10	0 11
Brazils, large, washed, new	0 12	0 13
Chestnuts, peck	1 75	2 00
Filberts, Sicily, new	0 13	0 14
Peanuts, Jumbos, roasted	0 12½	0 13½
Peanuts, hand-picked, roasted	0 11	0 11½
Peanuts, fancy, roasted	0 09	0 10
Pecans	0 17	0 18
Walnuts, Grenoble	....	0 16
Walnuts, Bordeaux	0 11	0 12
Walnuts, Marbots	0 13	0 14
Shelled—		
Almonds	0 37	0 40
Filberts	....	0 36
Peanuts	0 11	0 11½
Pecans	0 58	0 62
Walnuts	0 38	0 40

SPICES.—Those higher prices are still postponed, though they are said to be on the way. Market is very firm, and demand is good. Cream of tartar is especially wanted. Nutmegs are moving quite well.

Spices—	Compound, per lb.	Pure per lb.
Allspices, ground	....—0 10	....—0 15
Allspices, whole	....—....	....—0 15
Cassia, whole	....—....	0 21—0 26
Cassia, ground	0 14—0 16	0 21—0 26
Cinnamon, Batavia	....—....	0 36—0 40
Cloves, whole	....—....	0 28—0 33
Cloves, ground	0 18—0 22	0 28—0 35
Cream of tartar	0 25—0 35	0 40—0 45
Curry powder	....—....	....—0 35
Ginger, Cochin	0 14—0 17	0 20—0 23
Ginger, Jamaica, ground	0 17—0 20	0 24—0 27
Ginger, Jamaica, ground	0 17—0 20	0 24—0 27
Ginger, Jamaica, whole	....—....	0 24—0 27
Ginger, African, ground	....—....	....—0 18
Mace	....—....	0 80—1 06
Nutmegs, brown, 64s, 52c; 80s, 42c; 100s	....—....	....—0 30
Nutmegs, ground, bulk, 45c; 1 lb. tins	....—....	....—0 50
Pastry spice	....—....	0 22—0 25
Peppers, black, ground	0 14—0 18	0 19—0 22
Peppers, black, whole	....—....	0 20—0 22
Peppers, white, ground	0 18—0 24	0 30—0 33
Peppers, white, whole	....—....	0 30—0 33
Pickling spice	....—....	....—0 15
Turmeric	....—....	0 18—0 20

MOLASSES AND SYRUPS.—There is no change in prices and no feature to the market. Demand is average. Buyers seem to be waiting for the new molasses.

Syrups—	Per case.	
2 lb. tins, 2 doz. in case	....	2 65
5 lb. tins, 1 doz. in case	....	3 00
10 lb. tins, ½ doz. in case	....	2 90
20 lb. tins, ¼ doz. in case	....	2 85
Barrels, per lb.	....	0 03¾
Half barrels, lb.	....	0 040
Quarter barrels, lb.	....	0 04¼
Pails, 38½ lbs. each	....	1 95
Pails, 25 lbs. each	....	1 40
Molasses, per gallon—		
New Orleans, barrels	0 26	0 28
New Orleans, half-barrels	0 28	0 30
West Indies, half barrels	0 26	0 28
Barbadoes, fancy, barrels	0 46	0 48
Barbadoes, fancy, half barrels	0 47	0 61
Maple Syrup—Pure—		
6 gallon cans, 1 to case	6 45	6 60
Gallons, 6 to case	6 60	8 00
½ gallons, 12 to case	6 95	7 25
Quarts, 24 to case, in glass	7 00	7 25
Pints, 24 to case	4 00	5 90
Maple Sugar—		
Pure, per lb.	....	0 12½
Maple Cream Sugar—		
24 twin bars	....	1 80
40 and 48 twin bars	3 60	4 85
Maple butter, lb. tins, dozen	....	1 90

COFFEE.—Market is very firm with a brisk demand, and prices may advance though dealers are selling on the old basis still.

Coffee—		
Standard Old Govt. Java	0 36	0 38
Plantation Ceylon	0 32	0 34
Java	0 35	0 40
Arabian Mocha	0 34	0 37
Guatemala	....	0 30
Bucramanga	0 30	0 32
Mexican	0 30	0 32
Maracaibo	0 27	0 30
Jamaica	0 24	0 26
Santos	0 18	0 22
Rio	0 15	0 17
Chicory	....	0 14

RICE AND TAPIOCA.—No change in conditions or prices, though market is firm, demand being unusually good. Patna is especially a good seller.

Rice—		
Rangoon "B," per cwt.	....	3 48
Rangoon, per cwt.	3 50	4 00
Rangoon, fancy, per cwt.	....	5 00
Patna, fancy	0 07¼	0 09
Tapioca—		
Pearl, per lb.	0 06	0 07½
Seed, per lb.	0 06	0 07½
Sago, brown, per lb.	....	0 05½

MANITOBA MARKETS.

WINNIPEG, March 31.—Ordinarily contract business makes the volume of trade satisfactory in March. This year the volume of contracting is greatly cut down, and as a result things have been somewhat quiet. With April, however, it is evident there will be steady buying from the grocers. A good spring trade is evidently on the way.

SUGAR.—This market is strong and present indications seem to indicate an advance in Canadian refined, New York having shown big gains in both raw and refined during the past week. It would seem like a time to go over stocks, and those dealers who find these low, might well place reasonably sized orders.

There is no change in the syrup situation.

Sugar, Eastern—	Per cwt. in sacks.
Standard granulated	7 35
Extra ground or icing, boxes	8 20
Extra ground or icing, bbls.	8 00
Powdered, boxes	8 00
Powdered, bbls.	7 80
Hard lump (100-lb. cases)	8 30
Montreal yellow, bags	6 95
Sugar, Western Ontario—	
Sacks, per 100 lbs.	7 25
Halves, 50 lbs., per cwt.	6 25
Bales, 20 lbs., per cwt.	6 30
Powdered, barrels	6 55
Powdered, 50s	5 90
Powdered, 25s	7 20
Icing, barrels	7 10
Icing, 50s	7 25
Icing, 25s	7 25
Icing, pails	7 15
Cut loaf, barrels	6 95
Cut loaf, 50s	7 20
Cut loaf, 25s	7 45
Sugar, British Columbia—	
Extra standard granulated	7 35
Bar sugar, bbls.	7 80
Bar sugar, boxes	8 00
Icing sugar, bbls.	8 00
Icing sugar, boxes	8 20
H. P. lumps, 100-lb. cases	8 30
H. P. lumps, 25-lb. boxes	8 55
Yellow, in bags	6 95
Corn Syrup—	
2s, per case 2 doz.	2 73
5s, per case 1 doz.	3 13
10s, per case ½ doz.	3 01
20s, per case ¼ doz.	3 02
B. C. Cane Syrups—	
2-lb. tins, 2 doz. to case, per case	3 15
5-lb. tins, 1 doz. to case, per case	3 50
10-lb. tins, ½ doz. to case, per case	3 30
20-lb. tins, 3 tins to case, per case	3 25

(These prices prevail in Winnipeg, Calgary, Regina, Moose Jaw and Lethbridge. For Edmonton and Saskatoon they are 5c case higher.)

Molasses—	Per gal.
Barbadoes	0 53
New Orleans	0 34
Maple Syrups—	**Per case.**
Imperial quarts, case, 2 doz.	5 40
Imperial ½ gals., 1 doz.	5 55
New, pure, ½ gal. case	9 00
New, pure, ½ gal., quarts, case 2 doz.	9 70
New, pure, quart bottles, case 2 doz.	9 75

DRIED FRUITS.—Peaches are scarce on the local market. There have been some advances in raisins as given below, and the seeded variety are likely to go higher. There has been a big demand for this line lately, dealers very evidently having realized that indications are for higher prices. Apples remain at the quotations struck last week of 8¼ for 50's. This in face of the fact that they have been selling as high as 8c in Winnipeg. The situation is somewhat peculiar, however, and it is difficult to tell if there will be any immediate advance.

Apples, evaporated, new, 50's	....	0 08½
Apricots, choice, 25's	....	0 13¾
Apricots, choice, 10's	....	0 13¾
Apricots, standard, 25's	....	0 12¾
Currants—		
Dry clean	....	0 08
Washed	....	0 08½
1 lb. package	....	0 08¾
2 lb. package	....	0 17⅝
Vostizzas, bulk	....	0 10
Dates—		
Hallowee,, loose, per lb.	....	0 09
Hallowee, 1 lb. pkgs.	....	0 07½
Fard dates, 12-lb. boxes	....	1 25
Peaches—		
Standard, 25-lb. boxes	....	0 06¾
Choice, 25-lb. boxes	....	0 07½
Choice, 10-lb. boxes	....	0 08½
Raisins, Muscatels—		
3 crown, loose, 25's	....	0 08⅞
3 crown, loose, 50's	....	0 08½
Raisins, Valencias—		
Fine selected	2 40	2 45
Four crown layers	....	2 45
Choice, seeded, lb.	....	0 09¾
Fancy seeded, lb.	....	0 09¾
12-oz. packages, fancy	....	0 08
12-oz. packages, choice	....	0 07½
Raisins, Sultanas—		
Corinthian Giants	....	0 13¼
Superfine	....	0 12½
Finest	....	0 11½
Fine	....	0 10¼
Prunes, in 25-lb. boxes—		
90 to 100	....	0 08¾
80 to 90	....	0 [illegible]
70 to 80	....	0 09⅜
60 to 70	....	0 10
50 to 60	....	0 11
40 to 50	....	11⅜
Table Layer Figs—		
7-crown, 3-lb. boxes, per lb.	....	0 15½
6-crown, 10-lb. boxes, per lb.	....	0 13⅜
5-crown, 10-lb. boxes, per lb.	....	0 12½
4-crown, 10-lb. boxes, per lb.	....	0 11⅞
3-crown, 10-lb. boxes, per lb.	....	0 11½
Glove boxes, per doz.	....	1 70
Cooking figs, taps, about 25 lbs., lb.	....	0 05⅞
Cooking figs, choice naturals, 28-lb. bags, per lb.	....	0 05⅝

RICE AND TAPIOCA.—A big demand is being felt for rice. Some price changes have been struck, Carolina having advanced ½c. Tapioca, too, is going higher. At the present time it is difficult to secure, and stocks are none too plentiful.

Rice and Tapioca—		
No. 1 Japan, per lb.	....	0 05½
No. 2 Japan, per lb.	0 04¾	0 04⅝
Siam, per lb.	0 04	0 04¼
Patna, per lb.	0 06¼	0 06¾
Carolina, per lb.	....	0 06½
Sago pearl, per lb.	....	0 04⅝
Tapioca, pearl, per lb.	....	0 04¾

NUTS.—Nuts are moving. Very little demand for other lines.

Nuts—	Per lb.	
Brazil, new stock	0 13	
Tarragona almonds	0 19	
Peanuts, roasted Jumbos	0 12¼	
Peanuts, choice	0 10	
Pecans	0 12	
Marbot walnuts	0 12½	
Grenoble walnuts	0 18	
Sicily filberts	0 12¾	
Almonds, unshelled	0 17	
Shelled almonds	0 40	
Shelled walnuts	0 32	

BEANS.—The most unexpected situation has arisen here, though whether it will continue or not is hard to say. The eastern market is slightly easier. Here the opinion seems to be that the export demand must have fallen off somewhat, and grocers, realizing that if there was any real drop in this export demand, prices would go down very materially, are tending to unload. So far this weakness in the East has had no effect on the Western market, and it may not be so. If the uneasiness continues, however, or if it is discovered the demand from abroad is really reduced, the effect will of course be felt here.

Beans—		
Canadian, hand-picked	3 85	3 95
3-lb. pickers	....	3 65
California Lima Beans—		
Bag lots	....	0 08½
Less than bag lots	....	08¾
Barley—		
Pot, per sack, 96 lbs.	....	3 30
Pearl, per sack, 98 lbs.	....	4 30
Peas—		
Split peas, sack, 98 lbs.	....	6 60
Sack, 40's,	....	3 02
Whole peas, bushel	....	2 90

TEAS AND COFFEES.—In tea some of the cheaper lines are practically off the market. For instance, at present time it is quite impossible to sell teas at 25 cents.

In coffee there have been some advances. Santos going up from 1 to 1¼c perhaps because of the depletion of the European supplies. Rios are up from ½ to ¾ cent.

Coffee—	Per lb.	
Rio, No. 5, green	....	0 16½
Rio, roasted	....	0 19½
Santos, green, No. 4	....	0 19¾
Santos, roasted	0 26	0 27¼
Chicory, per lb.	0 07	0 08
Teas—		
Japans—		
Choicest basket, fired	0 35	0 45
Choicest, pan fired	0 40	0 50
Very fine, pan fired	0 35	0 40
Medium, pan fired	0 30	0 35
India and Ceylon—		
Souchongs	....	0 30
Pekoe Souchongs	....	0 35
Broken orange and orange	0 40	0 50
China—		
Fine Keelum	0 50	0 60
Good Packlum	....	0 35

WINNIPEG.

FLOUR AND CEREAL.—Of late the wheat market has been steady at slightly above the $1.50 mark. Flour, therefore, is firm at the returned high quotations struck last week. There is such a steady tone to the wheat market now, that millers seem fairly certain that prices at the present figure will obtain for some time, and have sent out word to this effect to the trade. As a matter of fact,

business in flour this month has been exceedingly quiet. Apparently, when the drop came a little time ago, dealers bought quite extensively and are not now in need of any fresh supplies.

Cereals remain at the prices of last week. The demand is fair. For feeds, there is a very good demand, and the market is firm. No price changes have been struck.

Manitoba Wheat Flour—	Per bbl.
Best patents	7 70
Second patents	7 40
Low grades	5 40
Rolled oats, 80's	3 30
Standard oatmeal, 98 lbs.	4 15
Cornmeal, 98's	2 50

BRITISH COLUMBIA MARKETS.

(By Wire.)

Vancouver, March 31.—Refined sugar is up 15c in American Pacific Coast cities, but there is no change here. Soft wheat flours are down 30 cents; graham and whole wheat have declined 25c. Last Florida grapefruit is showing. Australian grapes off market. Local vegetables are in and of fine quality, and are ousting imported products. Importations of California butter are showing better quality. Finnan haddies are in brisk demand. Supply is limited in onions, which are likely to soar. Alberta eggs are arriving. Business with wholesalers is up to average, staples mostly being dealt in.

PRODUCE AND PROVISIONS.	
Butter, creamery, per lb.	35½c
New Zealand cubes	35 c
New Zealand brick	36 c
Cheese, per lb., large	20½c
EGGS—	
Local fresh	24 to 26 c
Extra selected	23 c
Vancouver Island	26 c
Lard, 3's, per case	$7 70
Lard, 5's per case	7 60
Lard, 10's per case	7 50
Lard, 20's each	2 50
GENERAL.	
Beans, Ontario, per lb.	05½c
Cream of tartar, lb.	50 c
Cocoanut, lb.	18½c
Cornmeal, bail	$3 00
Evap. Apples, 50's	08¾c
Flour, 49's, bbl.	8 55
Potatoes, per ton	$17 00
Rolled Oats, bail of 80 lbs.	3 85
Onions, lb.	02 c
Rice, 50's, sack	1 90
Sugar, standard, gran., per cwt.	7 45
Sugar, yellow, per cwt.	6 80
Walnuts, sbelled, lb., 40c; Almonds	42 c
CANNED GOODS.	
Apples, gals. 6|case	$1 50
Beans, 2's	2 05
Corn, standard, per 2 dozen case	2 10
Peas, standard, per 2 dozen case	2 05
Plums, Lombard, 2's, case	2 60
Peaches, 2½'s, case	4 50
Strawberries and raspberries, 2's, case	4 80
Tomatoes, standard, per dozen, case	2 20
SALMON.	
Sockeye, 1's, 4 doz. case	$9 00
Sockeye, ½'s, 8 doz. case	10 75
Cohoes, 1's, 4 doz. case	4 75
Humpbacks, 1's, 4 doz. case	4 00
DRIED FRUITS.	
Apricots, per lb., 14c; Apples, lb.	08¾c
Currants, per lb., 08½c; Raisins, seeded, lb.	09½c
Prunes, 70-80, 25's, lb.	09¾c
Peaches, per lb.	07 c
White Figs, per lb.	07 c

ALBERTA MARKETS.

(By Wire.)

Edmonton, March 31.—Prunes are considerably weaker while rice is firmer. A quantity of Eastern canned sugar is being imported into Edmonton, which is a new departure for this city. Country trade continues good while city could improve. Changes in market prices reported show cheese 21 to 22½c. Butter, dairy, number one, is 28c and number two, 25c. Lard has declined.

Produce and Provisions—		
Cheese, per lb.	0 21	0 22½
Butter, creamery, per lb.	....	0 39
Butter, dairy, No. 1, 28c; No. 2	....	0 25
Lard, pure, 3's, per case	....	7 85
Lard, pure, 5's, per case	....	7 80
Lard, pure, 10's, per case	....	7 75
Lard, pure, 20's, each	....	2 57
General—		
Beans, Ontario, per bushel	3 75	3 90
Beans, Japan, per bush.	3 90	4 00
Coffee, whole roasted, Rio	....	0 16
Evaporated apples, 60's	0 08½	0 09
Potatoes, per bush.	0 65	0 70
Rolled oats, 20's, 83c; 40's	....	1 83
Rolled oats, bail, $4; 80's	....	3 60
Flour, 98's	3 95	4 10
Rice, per cwt.	....	3 90
Sugar, standard gran., per cwt.	7 80	7 90
Sugar, yellow, per cwt.	....	7 40
Canned Goods—		
Apples, gals., case	....	1 50
Corn, standard, per two dozen	2 05	2 10
Peas, standard, 2 dozen	....	2 10
Plums, Lombard	....	2 25
Peaches	....	3 25
Strawberries, $4.45; raspberries	....	4 00
Tomatoes, standard, per dozen	....	2 80
Salmon, sockeye, 4 doz. talls, case, 1s	....	9 50
Coboes, 1's, $5.75; humpbacks, 1's	....	4 35
Fruits—		
Lemons	....	4 00

SASKATCHEWAN MARKETS.

(By Wire.)

Regina, March 31.—For month of March business in this district has been remarkably good, taking into consideration prevailing conditions. Past week has been no exception, all merchants reporting good sales. Egg market is steady at 16 cents. Butter is in good demand and very scarce yet.

Produce and Provisions—		
Butter, creamery, per lb.	....	0 35
Butter, dairy, No. 1	....	0 27
Cheese, per lb., large	....	0 20½
Eggs, new laids	....	0 16
Lard, 3's, per case	....	7 80
Lard, 5's, per case	....	7 75
Lard, 10's, per case	....	7 70
Lard, 20's, each	....	2 55
General—		
Beans, Ontario, per bushel	....	3 90
Coffee, whole roasted, Rio	0 17	0 17½
Cream of tartar, lb.	....	0 52
Cocoanut, lb.	....	0 20½
Cornmeal, bail	....	3 12
Evap. apples, 50's	....	0 08½
Flour, 98's	....	3 95
Potatoes, N.B., per bush., 95c.; Ontario	....	0 90
Rolled oats, bail of 80 lbs.	....	3 50
Onions, Val.	....	5 50
Oysters, per gal.	....	2 50
Rice, per cwt.	....	3 90
Sugar, standard, gran., per cwt.	....	7 59
Sugar, yellow, per cwt.	....	6 40
Walnuts, sbelled, 44c; almonds	....	0 53
Canned Goods—		
Apples, gals., case	....	1 35
Broken beans, 2's	....	2 65
Beans	....	2 20
Corn, standard, per 2 dozen	....	2 20
Peas, standard, per 2 dozen	....	2 20
Plums, Lombard	2 15	2 26
Peaches	....	3 21
Strawberries and raspberries	....	4 05
Tomatoes, standard, per dozen	2 40	2 65
Salmon—		
Sockeye, 1's, 4 doz. case	....	9 85
Sockeye, ½'s	....	10 35
Coboes, 1's	....	6 00
Humpbacks, 1's	....	4 60
Fruits and Vegetables—		
Apples, per bbl. in Ontario	....	4 35
Apples, fancy, box	....	1 60
Cranberries, per bbl.	....	7 00
Grapefruit, per crate	....	4 50
Sweet potatoes, per crate	....	4 50
Lemons	....	4 75
Oranges	3 25	4 00
Dried Fruits—		
Apricots, per lb.	....	0 12¾
Apples, per lb.	....	0 07¼
Currants, per lb.	....	0 08¾
Prunes, 70-80, 25's, lb.	....	0 16½

NEW BRUNSWICK MARKETS.

(By Wire.)

St. John, N. B., March 31.—Business continues fair with local dealers. Collections are not up to standard. Markets are quiet and there is much interest in the pending retailers' convention.

Egg market for Easter is easy with supplies plentiful and heavy sales. Ruling prices are 20c and 21c. New cheese will be in local market next week, old stocks being exhausted. There is no change in flour market; future is uncertain, but dealers don't expect lower prices for a while. Sugar is strong in New York. Buying is only fair. Molasses is unchanged, market being firm.

Produce and Provisions—		
Bacon, breakfast, per lb.	0 20	0 22
Bacon, roll, per lb.	....	0 17
Beef, barrel	28 00	27 00
Beef, corner, 1's	2 75	3 35
Pork, American clear, per bbl.	25 00	26 00
Pork, domestic, per bbl.	24 00	25 00
Butter, dairy, per lb.	0 27	0 28
Butter, creamery, per lb.	0 31	0 32
Eggs	0 20	0 21
Lard, compound, per lb.	0 11¼	0 11½
Lard, pure, per lb.	0 13	0 13½
Cheese	0 20	0 21
Flour and Cereals—		
Cornmeal, gran.	....	5 75
Cornmeal, ordinary	....	1 85
Flour, Manitoba, per bbl.	....	8 45
Flour, Ontario	....	8 30
Rolled oats, per bbl.	....	8 00
Oatmeal, standard, per bbl.	....	8 50
Fresh Fruits and Vegetables—		
Lemons, Messina, box	....	7 00
Oranges, Val., case	4 00	5 50
Potatoes, bbl.	1 35	1 45
Sugar—		
Standard granulated	....	6 96
United Empire	....	6 85
Bright yellow	....	6 75
No. 1 yellow	....	5 45
Paris lumps	....	7 75
Lemons, Messina, box	....	....
Beans, hand-picked, bush.	3 75	3 80
Beans, yellow eyes, per bush.	3 95	4 00
Canned pork and beans, per case	2 60	2 90
Molasses, fancy, 44c; Barbadoes	0 39½	0 40
Cream of tartar, per lb., bulk	0 38	0 41
Currants, per lb.	0 08¼	0 08¼
Rice, per cwt.	4 50	4 75

CANNED GOODS.

ONTARIO AND QUEBEC PRICES 1914 PACK

VEGETABLES.	Group A.
2's Asparagus tips	$ 2 62½
2's Asparagus butts	1 47½
2's Beans, crystal wax	1 05
2's Beans, golden wax, midget	1 25
2's Beans, golden wax	0 95
3's Beans, golden wax	1 32½
Gals., Beans, golden wax	3 77½
2's Beans, Lima	1 22½
2's Beans, red kidney	1 00
2's Beans, Refuge or Valentine green	0 95
3's Beans, Refuge (green)	1 32½
2's Beans, Refuge, midget	1 25
Gals., Beans, Refuge	3 77½
2's Beets, sliced, blood red, Simcoe	1 00
2's Beets, whole, blood red, Simcoe	1 00
2's Beets, whole, blood red, Rosebud	1 30
3's Beets, sliced, blood red, Simcoe	1 35
3's Beets, whole, blood red, Simcoe	1 40
3's Beets, whole, blood red, Rosebud	1 45
3's Cabbage	0 97½
Gals., Cabbage	2 77½
2's Carrots	0 97½
3's Carrots	1 27½
2's Cauliflower	1 37½
3's Cauliflower	1 77½
2's Corn	0 95
2's Corn, Fancy	1 05
Gals., Corn on Cob	4 52½
2's Parsnips	0 97½
3's Parsnips	1 17½
2's Peas, standard, size 4	0 95
2's Peas, early Junes, size 3	0 97½
2's Peas, sweet wrinkles, size 2	1 00
2's Peas, extra fine sifted, size 1	1 40
Gals. Peas, standards	4 07½
Gals. Peas, Early Junes	4 17½
Gals. Peas, sweet wrinkles	4 32½
2½'s Sauer Kraut, Simcoe	0 92½
3's Sauer Kraut, Simcoe	0 97½
Gals. Sauer Kraut, Simcoe	2 77½
2's Spinach	1 15
3's Spinach	1 50
Gal. Spinach	4 55
3's Squash	0 97½
Gals. Squash	2 77½
2's Succotash	0 97½
2's Tomatoes	0 87½
2½'s Tomatoes	0 95
3's Tomatoes	1 00
Gals.. Tomatoes	2 92½
3's Turnips	0 97½
FRUITS.	
3's Apples, Standard	0 82½
3's Apples, Preserved	1 00
Gals. Apples, Standard	2 05
Gals. Apples, Preserved	3 00
2's Blueberries, standard	1 52
2's Blueberries, preserved	1 82½
Gals. Blueberries, std.	6 57½
2's Blk. cberries, pitted, H.S.	1 92½

2's Blk. cherries, not pitted, H.S.	1 52½
2's Red ptd. cherries, H.S.	1 92½
2's Cherries, red, pitted, L.S.	1 45
2's not ptd., red cherries, H.S.	1 52½
Gals. ptd. red cherries	8 02½
Gals. not ptd. red cherries	8 02½
2's Cherries, white, ptd., H.S.	1 92½
2's Cherries, white, not ptd., H.S.	1 52½
2's Black currants, H.S.	1 47½
2's Preserved black currants	1 77½
Gals. black currants, st'd.	5 27½
Gals. black currants, solid pack	8 27½
2's Red currants, H.S.	1 47½
2's Red preserved currants	1 77½
Gals. red currants, standard	5 27½
Gals. red currants, solid pack	8 27½
2's Gooseberries, H.S.	1 47½
2's Gooseberries, preserved	1 77½
Gals. gooseberries, standard	7 02½
Gals. gooseberries, solid pack	8 77½
2's Grapes, white, Niagara, preserved	1 42½
Gals. Grapes, white, Niagara, standard	3 22½
2's Lawtonberries, heavy syrup	1 97½
2's Lawtonberries, L.S. (group B)	1 45
2's Lawtonberries, preserved	2 17½
Gals. Lawtonberries, std.	7 07½
2's Peaches, white, heavy syrup	1 77½
2½'s Peaches, white, heavy syrup	2 02½
3's Peaches, white, heavy syrup	2 12½
1½'s Peaches, yellow, flats, heavy syrup	....
2's Peaches, yellow, heavy syrup	1 77½
2½'s Peaches, yellow, heavy syrup	2 02½
3's Peaches, yellow, heavy syrup	2 12½
3's Peaches, yellow, whole, heavy syrup	....
3's Peaches, pie, not peeled	1 17½
3's Peaches, pie, peeled	1 62½
Gals. Peaches, pie, not peeled	3 02½
Gals. Peaches, pie, peeled	4 77½
Gals. pie fruits, assorted (add 5%)	....
2's Pears, Bartlett, heavy syrup	1 52½
2½'s Pears, Bartlett, heavy syrup	2 02½
3's Pears, Bartlett, heavy syrup	2 02½
2's Pears, Flemish Beauty, heavy syrup	1 52½
2½'s Pears, Flemish Beauty, heavy syrup	1 77½
3's Pears, Flemish Beauty, heavy syrup	2 02½
2's Pears, Keiffers, heavy syrup	1 27½
2½'s Pears, Keiffers, heavy syrup	1 52½
3's Pears, Keiffers, heavy syrup	1 77½
2's Pears, light syrup, Globe	1 12½
3's Pears, light syrup, Globe	1 42½
3's Pears, pie, not peeled	1 12½
3's Pears, pie, not peeled	1 42½
Gals. Pears, pie, peeled	3 77½
Gals. Pears, pie, not peeled	2 77½
Barrels, per cwt.	5 65
2's Pineapples, sliced, heavy syrup	1 92½
2's Pineapples, shredded, heavy syrup	1 47½
2's Pineapple, whole, heavy syrup	1 92½
3's Pineapples, whole, heavy syrup	2 47½
2's Pineapples, sliced, Hygeian brand	2 00
2's Plums, Damson, light syrup	0 97½
3's Plums, Damson, light syrup	1 37½
2's Plums, Damson, heavy syrup	1 07½
3's Plums, Damson, heavy syrup	1 42½
Gals. Plums, Damson, standard	2 77½
2's Plums, Egg, heavy syrup	1 12½
2½'s Plums, Egg, heavy syrup	1 37½
3's Plums, Egg, heavy syrup	1 47½
2's Plums, Green Gage, light syrup	1 00
2's Plums, Green Gage, heavy syrup	1 12½
3's Plums, Green Gage, light syrup	1 37½
3's Plums, Green Gage, heavy syrup	1 47½
Gals. Plums, Green Gage, standard	3 02½
2's Plums, Lombard, light syrup	0 97½
2½'s Plums, Lombard, light syrup	1 27½
3's Plums, Lombard, light syrup	1 37½
2's Plums, Lombard, heavy syrup	1 07½
2½'s Plums, Lombard, heavy syrup	1 27½
3's Plums, Lombard, heavy syrup	1 42½
Gals. Plums, Lombard, standard	2 77½
2's Raspberries, black, H.S.	1 97½
2's Raspberries, black, L.S. (group B)	1 45
2's Raspberries, black, preserved	2 17½
Gals. Raspberries, black, std.	7 07½
Gals. Raspberries, black, solid pack	9 32½
2's Raspberries, red, H.S.	1 97½
2's Raspberries, red, L.S. (group B)	1 45
2's Raspberries, red, preserved	2 17½
Gals. Raspberries, red, std.	7 32½
Gals. Raspberries, red, solid pack	9 32½
2's Rhubarb, preserved	1 57½
3's Rhubarb, preserved	2 32½
Gal. Rhubarb, standard	3 57½
2's Strawberries, H.S.	2 17½
2's S trawberries, preserved	2 32½
Gals. Strawberries, standard	7 57½
Gals. Strawberries, solid pack	9 82½
(Group B, 2½c dozen lower.)	
Salmon—	
Sockeyes, talls, 1's, per doz.	2 47½
Sockeyes, talls, ½'s, per doz.	1 55
Sockeyes, flats, 1's, per doz.	2 52½
Pinks, 1's, per doz.	1 20
Pinks, ½s, per doz.	0 85
Cohoes, 1's, per doz.	1 65
Cohoes, ½'s, per doz.	0 95

A QUESTION OF "MUST," NOT "WILL."

MacLean Publishing Co.,

Gentlemen,—Enclosed you will find cheque for two dollars, as per your statement. It is not a matter of will we have Canadian Grocer, it's a matter of must have it, as we greatly appreciate its reliable information, and it is easy to save some money by keeping in touch with market conditions each week.

Yours,

FULLER BROS.,

Arkona, Ontario.

R. H. Robinson, an Orangeville, Ont. grocer has been elected to the council of the Board of Trade there.

Ontario's Moratorium

Measure Reasonable With One Exception, Says Financial Paper—And a Change is Urged—Employment of District Agricultural Directors.

From The Financial Post.

UNDOUBTEDLY the measure proposed by the Ontario Legislature which may be cited as the Moratorium Act, 1914, is reasonable except in one respect, and that is, it requires the mortgagee if he desires to enforce his contract, to get the permission of a judge in order to do so. Let us say here, however, that very few mortgagees will under present circumstances exercise the extreme right which the law has given them except under provocation. By provocation we mean the unnecessary avoidance of obligations. When any reputable lender or lending organization has good reason to believe that a debtor, previously having a good record, cannot pay, usually no attempt to foreclose or take other extreme measures will be made. If, however, it is quite apparent to the mortgagee or the lender that the debtor is in a position to pay his interest or principal no obstacle can be justly raised against proceeding according to the contract terms. Under any circumstances it should be left to the debtor to take the initiative in seeking relief. The Ontario Act, however, puts the boot on the other foot. It requires the lender in every case to get permission to foreclose, whereas it should be the duty of the debtor unable to meet his debt, "by reason of circumstances attributable to the present war," to take the initiative.

The lender has fulfilled his part of the contract when he furnished the money. The second part of the contract, that of repaying the debt, is the burden of the debtor, and if he finds himself unable to comply with the terms of the contract to which he is a party owing to special circumstances, the gravity of which is admitted, it should rest upon him to initiate proceedings and set out before a judge why relief should be given to him. But the Ontario Government has thought fit to make it obligatory on the part of the lender to seek the permission of a judge before he can proceed under the terms of its contract.

We dealt with this question on February 27th under the head of "Where Contracts in Canada are Regarded as Scraps of Paper." We drew the attention of the Premier of Ontario, the Hon. W. H. Hearst, to that article, and he replied to us as follows:—

Editor, The Financial Post:

I have your letter of the 6th instant, with enclosures, for which I am obliged. I can scarcely understand the necessity of drawing my attention to the article entitled "Where Contracts in Canada Are Regarded as Scraps of Paper," as this article can have no possible reference to legislation on the subject referred to in this House, and I would judge that if the article were intended to refer to Ontario that the writer did not have the copy of the Bill before him. All the Ontario Bill does is to give power to judges to give relief from foreclosure, or from forfeiture on account of non-payment of principal, where the debtor is able to show to the judge that he is unable immediately to make his payment by reason of circumstances attributable to the present war.

Discretion is only given to the judge in cases of principal money, and does not even extend discretion to the judges in matters of interest, insurance or taxes, and the article to which you refer seems to recognize the reasonableness of a provision of this character. I may add that the principle of this Bill has been before trust companies, mortgage companies and investors for some months, and we have had no complaint or objection whatever from this class.

With reference to the other article on seed grain, I can only say that so far as the Province is concerned seed grain will only be supplied in a limited way and in small quantities to settlers in the northern portion of the Province, and I do not think it will interfere to any extent with mortgage securities. I am rather of the opinion where mortgages or liens upon the land exist, and the cases of such will be few, the proposed action of the Government will help rather than hurt the parties holding such liens or securities.

Yours truly,

W. H. HEARST.

In so far as the Premier's letter refers to contracts between mortgagees and mortgagors, we deem the attitude of the Ontario Government as being very reasonable and just with the exception that the seeking of relief should rest at the outset with the debtor and not with the creditor. We hope that the Government may see its way clear to make this change in Bill No. 72, which, we might add, we had before us when we discussed the question of moratoria in Canada under the head referred to. If the Ontario Provincial Government adopts our suggestion, we feel sure that it will have a very good effect in modifying extreme measures proposed to be taken by other provinces. Further, it will have a salutary effect in assuring lenders and investors generally that their rights are not to be subjected to limitation unless upon the initiative of a debtor able to show good cause under prevailing circumstances why relief should be given to him. Let us repeat that no considerate creditor or lender will demur at giving relief when the grounds for it are reasonable and proper.

NEW MILLION DOLLAR FLOUR CONCERN.

The Sudbury Flour Mills, Limited, with head office at Ottawa, Ont., have been granted a Federal charter. This company is capitalized at $1,000,000.

Fruit and Vegetables

Big Demand for Oranges

Celery Up for Easter in Montreal—Tomatoes Find Ready Sale—Lemons Are Firmer — Strawberries Sell Well—American New Potatoes $3.50 Bushel.

MONTREAL.

FRUIT.—Navel oranges jumped considerably in price during the past week, which is due to increased demand on the approach of Easter, and perhaps somewhat to an advertising campaign which was recently conducted through the daily newspapers. As at other holiday seasons, the demand for oranges always improves at Easter. Prices may decline as soon as Easter is over. There was also an advance of 50c per crate in the price of pine apples, also attributed to the bigger demand during the holidays. These are now quoted at $4.50-$5. Apples are also enjoying an exceptional demand, and with oranges are moving the quickest of any fruit. There is also a fair demand for bananas. Cocoanuts have advanced from $4 to $4.75 per sack as there is a scarcity on account of the holidays. There will be plenty after the holidays, as the price will be down. Cranberries are still quiet. Such a poor season there has not been for many years. Strawberries are bringing 40c per quart, and are retailing at 45c. There should be a good demand during the next week or two. Kumquats, offered at 20c per quart, are the only new line seen on the market for Easter.

Apples—		
Baldwins, No. 1, bbl.	....	3 75
Ben Davis, No. 1, bbl.	....	3 75
Spys, No. 1, bbl.	4 50	5 00
Starks, No. 1	....	3 75
Russets, No. 1, bbl.	....	4 50
Fameuse, No. 1, bbl.	....	6 00
McIntosh Reds, No. 1, bbl.	....	6 00
No. 2 varieties, 50c to $1 less per barrel.		
Bananas, crate	2 00	2 25
Cocoanuts, sack	....	4 75
Cranberries, bbl.	....	5 00
Grapefruits, case	2 00	2 50
Grapes, Malaga, keg	5 00	6 00
Grapes, Belgium hothouse, lb.	....	1 25
Lemons—		
Messina Verdelli, extra fancy, 300 size	2 50	2 75
Oranges—		
Cal Navel, 126-150-176-200-216-250-288....	....	3 00
Cal., 96-100 size box	....	3 00
Florida, 176-200-216	2 50	2 70
Florida, 126-150	2 50	2 70
Mexican, 126-150-176-200-216-250	2 00	2 25
Valencias, 714 size, large cases	....	4 50
Bitter oranges	2 00	2 50
Pineapples, case	4 50	5 00
Strawberries, per box	....	0 40

VEGETABLES.—Cucumbers went up to $1 a box in Boston this week and are now offered at $2.25 per doz. for cheapest grade. This is attributed to the heavy demand for Easter. Wax and green beans are practically out of the market, the price—$8—being too high, and very few are coming in. Radishes are offered slightly less—35c. New cabbages are quoted $4 a crate, but the demand is not so good as for old cabbage, the price of which has advanced considerably, quotations now being $2 crate, an advance of 25c. Celery is down a little to $3.50 and there is a good demand. Boston head lettuce is up slightly, being offered at $2 to-day. Curly lettuce is slightly cheaper. Mushrooms are up slightly to $2.25 per basket of 4 lb. Small size rhubarb can be secured as low as 75c per doz., but good stuff costs $1.50. There are lots of tomatoes coming in, but the quality has not been of the best.

Beets, new, crate	....	2 75
Beets, bag	....	0 75
Beans, wax, basket	....	7 00
Beans, green, basket	....	7 00
Brussels Sprouts, American, quart	....	0 25
Cabbage, per bbl.	....	2 00
Cabbage, red, per bbl.	....	1 50
Cabbage, new, bbl.	....	5 00
Carrots, bag	....	0 75
Carrots, new, crate	....	2 75
Cauliflowers, Florida-Cal., doz.	....	3 00
Cucumbers, fancy, doz.	....	2 50
Celery, Florida	....	3 50
Horseradish, lb.	....	0 12½
Leeks, doz. bunch	3 50	
Lettuce, head, per box	....	2 00
Curly lettuce, per box	....	1 50
Mushrooms, 4 lbs., basket	....	2 25
Onions—		
Spanish, per case	....	5 00
Red, 100-lb. bags	....	2 00
Yellow, 100-lb. bag	2 00	2 25
Parsnips, bag	....	1 00
Parsley, American, doz. bunches	....	0 75
Peppers, green, 3½-qt. basket	....	0 60
Potatoes—		
Montreal, bag	....	0 55
Green Mountain	0 65	0 70
New, bbl., 150 lbs.	....	7 00
Potatoes, sweet, Jersey, hpr.	....	2 50
Radishes, doz.	....	0 35
Rbubarb, hotbouse, doz.	0 75	1 50
Spinach, American, in bbls.	....	4 00
Turnips, bag	....	0 75
Tomatoes, Florida, crate	4 50	5 00
Tomatoes, Babamas, crate	....	3 50
Watercress, American, doz.	0 90	1 00
Watercress, Canadian, doz.	....	0 50

TORONTO.

FRUIT.—Oranges seem a good deal firmer; demand is "better than ever," to quote a dealer. Price is $2.75 to $3.00. Pineapples are very firm, and best sellers. Strawberries from Florida are moving well at 45-50c. Cranberries picked up a trifle this week. General price is $5 to $5.25, but we hear of some very fine stuff selling at $6.

Bananas are having quite a run. Grapefruit at $2.75 to $3, is having good business. Business has picked up some. Possibly the approach of Easter is loosening up retailers because they find a good consumer demand for the holidays. Lemons are firmer at ruling prices.

Apples—		
Wagners	....	2 75
Greenings	2 75	3 25
Baldwins	2 50	2 75
Spies	4 25	4 50
Seeks	2 25	2 50
Canada Reds	2 50	2 75
No. 2s, 40-50c less.		
Bananas, per bunch	1 40	1 75
Cocoanuts, sack	4 00	4 25
Cranberries	5 00	5 25
Grapes—		
Canadian, 6-qt. bkts.	0 16	0 20
Tokays	....	2 50
Malaga, barrel	4 50	6 00
Malaga, fancy, barrel	5 00	6 00
Belgian, per lb.	....	1 25
Oranges—		
Florida	2 25	2 50
California navels	2 50	2 75
Lemons, Messinas	2 75	3 00
Lemons, California	2 75	3 00
Limes, per 100	....	1 25
Pears—		
California, box	....	3 25
Canadian, late varieties	0 25	0 30
Pineapples, Porto Rico, case 1.....0.....	4 75	5 00
Grapefruit	2 75	3 00

VEGETABLES.—New carrots and beets and parsley from Chicago are in, and sell at 75c a bunch, each of them. New potatoes from Florida are having a good exclusive sale. They are worth $12 a barrel or $3.50 a bushel. There is a good railway trade in them. Potatoes at anywhere from 60 to 75, according to whether they are Delawares or Canadians, are moving better, possibly on account of the return cold snap. Rhubarb at 90c finds a limited demand. Better stuff fetches $1.15. Mushrooms are in good demand. Hothouse cucumbers from Illinois at $3 a dozen are getting the business. Celeries continue a leader at prices which obtained last week.

Beets, Canadian, bag	0 45	0 50
Beets, American	....	0 75
Cabbage, Canadian, dozen	0 40	0 60
Cabbage, bbl.	1 00	1 25
Carrots, bag	0 45	0 50
Carrots, American	....	0 75
California cauliflower	3 50	3 75
Citrons, doz.	....	0 45
Cucumbers—		
Slicing, hothouse	2 75	3 50
Medium pickling sizes	0 35	0 75
Crate	4 00	4 50
Celery, California, case	5 00	6 00
Celery, Florida	3 00	3 25
Mushrooms, per lb.	0 70	0 90
Water cress, 11-qt. basket	....	0 50

(Continued on page 45.)

Fish and Oysters

New Lines of Fresh Fish

Roe, Shad, Flounders, Haddock and Cod—From Canadian and U. S. Points—Sea Salmon and Halibut Good Sellers—Many Toronto Dealers With Plenty of Frozen Fish.

MONTREAL.

FISH AND OYSTERS.—The principal item of news this week is that the first car of fresh halibut has arrived from the West, consigned to a local wholesaler. It arrived about a week later than last year. Fishing has been slightly delayed on account of bad weather, and some cargoes have been sold as high as 10½c on the vessel. The price being asked for this first consignment is 11-12c, which is considered a stiff price. Lower prices are expected later on, as there has been an increase in the fleet. Last year, many of the independent boats on the coast retired from the industry on account of low prices, and heavy accumulations of stock in warehouse. Now that these accumulations have been disposed of, and prices are encouraging, these small vessels will return, thus increasing the production. Thus, much lower prices may be expected during the coming season. Besides, halibut, large quantities of haddock have been coming in, and as this is the last week of Lent, and contains an extra fast day, there should be large quantities of this fish going into consumption. The price being asked for haddock is 5½c-6c, which is also a good price. Most of the haddock, contrary to expectations, is being brought in from the United States, as fishing on our shores has been poor. For Passover week, very little fresh fish has been available, and consequently a good deal of frozen lake fish has been sold, particularly dore, pike and tulibees. Supply of lobster has improved, and prices are easier, 25c being quoted for medium and large.

TORONTO.

FISH AND OYSTERS.—There is a deluge of fresh fish this week. Fresh caught sea salmon from the Pacific at 30c a pound is moving well. Flounders from New York, halibut from British Columbia, and haddock and cod from Nova Scotia have been in some little time, and all are finding a ready sale at the hands of those who are carrying them. It is said that a lot of wholesalers are very heavily stocked on frozen lines, and that they are not making much as yet of the fresh stuff. Those that are, however, can get the business. Frozen prices have been cut in a number of cases.

Something new is fresh Jumbo roe shad at $1.75 each. It comes from New York and Baltimore; is like a white carp to look at, and has a roe which is considered a great delicacy. It is selling very well. Only one man has it so far. Scallops, too, are new. They come from Halifax and at $2.25 a gallon find ready buyers. Lobsters are moving very much better. Crab meat and white bait from Baltimore and New York respectively are arriving. Lake Erie fresh caught white fish is expected any time. Business is looking up, particularly with those who were fortunate enough to be lightly stocked on the frozen: the public is buying fresh fish right now.

SMOKED FISH.

	Montreal	Toronto
Haddies, per lb., new cured	.07	.10-.12
Haddies, 15-lb. and 30-lb. boxes, lb.	.06½	.10-.12
Haddies, fillets, per lb.	.08	.12
Haddies, Niobe, boneless, per lb.	.08½	...
Herring, Ciscoe, per box	1.40	.12
St. John bloaters, 100 in box	1.00	1.20
Yarmouth bloaters, 60 in box	1.20	1.27
Smoked herrings, medium, box	.20	...
Smoked boneless herrings, 10-lb. box	1.10	...
Kippered herrings, selected, 60 in box	1.50	1.25-1.60
Smoked salmon, per lb.	.25	.23
Smoked halibut	...	.20

FROZEN FISH—SEA FISH.

	Montreal	Toronto
Salmon—		
Gaspe, large, per lb.	.10	.21
Red, steel heads, per lb.	.10	.12-.13
Red, sockeyes, per lb.	.10	.10
Red, Cohoes or silvers, per lb.	.08-.08½	.10
Pale, qualla, dressed, per lb.	.07-.07½	.07½-.08
Halibut, white western, large and medium, per lb.	.07½-.08	.09
Halibut, eastern chicken, per lb.	.07½-.08	.10
Mackerel, bloater, per lb.	.07½-.08	.09
Haddock, medium and large, lb.	.03½-.04	.10-.12
Market codfish, per lb.	.03½	.04
Steak codfish, per lb.	.04-.04½	.10
Canadian soles, per lb.	.06	...
Blue fish, per lb.	.15-.16	...
Smelts	.08	.18-.20
Herrings, per 100 count	3 00	....
Round pike	.05-.5½	...
Grass pike	.06	.06½

DRIED AND PREPARED FISH.

Dried codfish, medium and small, 100 lb.	7 00	7 50
Dried hake, medium and large, 100 lb.	6 00	....
Dried pollock, medium and large, 100 lb.	6 00	....
Dressed or skinless codfish, 100-lb. case	7 25	8 00
Boneless codfisb, 2-lb. blocks, 20-lb. bxs., per lb.	0 08	0 08
Boneless codfisb, 2-lb. blocks, 20-lb. bxs., per lb.	0 07	0 07
Boneless codfish, strips, 20-lb. boxes	0 12	0 10
Shredded codfisb, 12-lb. boxes, 24 cartons, a box	1 80	1 80
Boneless codfisb, in 2-lb. and 3-lb. boxes	0 15	0 15

BULK OYSTERS, CLAMS, ETC.

Standard, solid meats, gal.	1 70	1 75
Standard, bulk, gal.	1 40	1 40
Selects, per gal., solid meat	2 00	2 50
Best clams, imp. gallon	1 50	....
Best scollops, imp. gallon	2 00	2 25
Best prawns, imp. gallon	2 25	....
Best shrimps, imp. gallon	2 25	....
Sealed, best standards, qt. cans, each	0 40	....
Sealed, best select, quart cans, each	0 50	....

CLAMS, MUSSELS AND SHELL FISH, CRUSTACEANS, ETC.

Cape Cod shell oysters, per bbl.	8 00	....
Canadian cultivated oysters, bbl.	9 00	10 00
Clams, per bbl.	6 00	8 00
Live lobsters, small, lb.	0 20	0 45
Live lobsters, medium and large, lb.	0 28	....
Boiled lobsters, medium and large	0 30	....
Winkles, bush.	2 00	....
Little Necks, per 100	1 25	....

FRESH FISH.

	Montreal	Toronto
Halibut	.12½-.13	0 15
Haddock, fancy, express, lb.	0 06	0 08
Steak cod, fancy, express, lb.	0 07	0 10
Carp	0 12	....
Herrings, lake	0 04½	....
Flounders	0 07	0 14
Sea Salmon	....	0 30

FROZEN—LAKE AND RIVER.

White fish, large, per lb.	.08½-.09	.09
White fish, small tulibees, per lb.	.06½-.06	.07
Lake trout, large and medium, lb.	.09	.12
Dore, dress or round, lb.	.08	.09-.10
Pike, dressed and headless, lb.	.06-.06½	.07
Pike, round, per lb.	.05½-.06	.06-.07

PICKLED FISH.

Salmon, Labrador, tierces, 300 lb.	20 00	....
Salmon, Labrador, bbls., 200 lbs.	14 00	....
Salmon, Labrador, half bbls., 100 lbs.	7 50	....
Salmon, B.C., bbls.	13 00	14 00
Sea trout, Baffin's Bay, bbls., 200 lb.	12 00	....
Sea trout, Labrador, bbls., 200 lb.	12 00	....
Sea trout, Labrador, half bbls., 200 lb.	6 50	6 50
Mackerel, N.S., bbls., 200 lb.	12 00	....
Mackerel, N.S., half bbls., 100 lb.	7 00	....
Mackerel, N.S., pails, 20 lbs.	1 75	2 00
Herrings, Labrador, bbls.	6 00	6 25
Herrings, Labrador, half bbls.	3 25	3 25
Lake trout, 100-lb. kegs	6 00	6 00
Quebec sardines, bbls.	6 00	....
Quebec sardines, half bbls.	3 50	....
Tongues and sounds, per lb.	0 07½	....
Scotch herrings, imported, half bbls.	8 00	....
Holland herrings, imp'ted milkers, hf bbls	8 00	....
Holland herrings, imp'ted milkers, kegs.	0 95	0 75-1 00
Holland herrings, mixed, half bbls.	7 00	....
Holland herrings, mixed, kegs	0 85	0 70-0 95
Lochfyne herrings, box	1 35	....
Turbot, bbl.	14 00	....
Green cod, No. 1, bbl.	10 00	10 00
Green cod, No. 2, bbl.	8 50	8 50

WINNIPEG.

FISH.—This week has been perhaps the busiest week of the year, the four fast days having brought about an exceedingly strong demand. For the most part it has been frozen fish which has been selling, though fresh halibut and fresh salmon have also moved well.

(Continued on page 45.)

Produce and Provisions

Big Demand for New Laids

Jews Are Buying Especially Heavily—Twenty-Five Cases Where Three Are Usual—Butter Very Firm—Cheese Still High—Scarcity in Live Poultry.

MONTREAL.

PROVISIONS.—Dealers are unusually late in placing their Easter orders, or else they have so little faith, they are not buying specially at all for the holidays. There has been no snap to this end of the grocery business for some weeks. The market is slightly firmer on account of continued small supplies coming forward. Quotations for abattoir fresh killed hogs are higher—$12.25-$12.50.

Hams—		
Medium, per lb.		0 17
Large, per lb.		0 16
Backs—		
Plain, bone in		0 21
Boneless		0 23
Peameal		0 24
Bacon—		
Breakfast, per lb.	0 18	0 19
Roll		0 16
Shoulders, bone in		0 14
Shoulders, boneless		0 15
Cooked Meats—		
Hams, boiled, per lb.	0 24	0 25
Hams, roast, per lb.		0 28
Shoulders, boiled		0 25
Shoulders, roasted		0 26
Dry Salt Meats—		
Long clear bacon, 50-70 lbs.		0 15½
Long clear bacon, 80-100 lbs.		0 14½
Flanks, bone in, not smoked		0 15½
Barrelled Pork—	Per bbl.	
Heavy short cut mess		26 00
Heavy short cut clear		26 00
Clear fat backs		29 50
Clear pork		27 00
Lard, Pure—		
Tierces, 350 lbs. net		0 12¼
Tubs, 50 lbs., net		0 13
Boxes, 50 lbs. net		0 12½
Pails, wood, 20 lbs., gross		0 12¾
Pails, tin, 20 lbs., gross		0 12¾
Cases, 10-lb. tins, 60 in case		0 13
Cases, 3 and 5-lb. tins, 60 in case		0 13¼
Bricks, 1 lb., each		0 13½
Lard, Compound—		
Tierces, 375 lbs., net	0 09¾	0 10
Tubs, 50 lbs., net		0 10½
Boxes, 50 lbs., net		0 10¾
Pails, wood, 20 lbs., net		0 10¾
Pails, tin, 20 lbs., gross		0 10¾
Cases, 10-lb. tins, 60 in case		0 11½
Cases, 3 and 5-lb. tins, 60 in case		0 11½
Bricks, 1 lb., each		0 12½
Hogs—		
Dressed, abattoir killed	12 25	12 50

BUTTER.—Large quantities of new butter are coming in, and as stocks of old make are a little large, owing to the early season, dealers have been compelled to drop their prices. Finest creamery is quoted at 33c, and might go a little lower for Easter, but it is not likely. Dairy prints are down to 29c, and other lines proportionately. This price makes it impossible for American butter to be brought in at a profit. Lower prices have had the effect of improving the demand, which should continue around Easter, and will probably have the effect of holding the market up until after the holidays.

Butter—	
Finest creamery	0 33
Daily prints	0 29
Dairy, solids	0 27
Separator prints	0 27
Bakers'	0 25

CHEESE.—New make is expected in about three weeks. At present there is very little on the market, and the unprecedented prices of the past two months are still maintained. Prices being quoted to-day have never been equalled in the history of the trade, and many dealers in the country are not handling it all on that account. New prices are expected to be lower, but there will not be a very big difference until the quantity made is considerable.

Cheese—		
Cheese	0 18	0 19
Old specials, per lb.		0 20
Stilton	0 19	0 20

EGGS.—New-laids continue to come in freely, but there was a noticeable falling off compared with last week. There is no surplus at all, whereas a year ago there was. The demand for Easter is considerable. Quotations differ little from last week, when new-laids were offered at 23c-24c. New-laid splits are down to 21c.

Eggs, case lots—	
New laids	0 23
Splits, new laid	0 20

POULTRY.—Last week, on account of the trade for the Passover holidays, which opened this week, there was a brisk demand for fowl, which realized good prices. Large fowl brought as high as 22-23c, the price of which is now down to 19-20c. Small fowl, which brought 19-20c, are now selling for 18c. There do not seem to be too many on the market. Turkeys, dressed, are worth 23c-24c. No live are offering. Live ducks, which are scarce, have been bringing as high as 30c and 35c. Dressed are reasonable, quotations being 17-18c. Dressed geese are offered at 12-13c, and few live offering.

Fresh Stock—	Live.	Dressed.
Fowl, 5 lbs. and over	19—20	17—19
Fowl, small	18	14—16
Spring chicken	14—15	16—20
Fancy, crate-fed chickens, 5 lbs.	14—18	20—25
Turkeys, fancy		21—24
Ducks	20—23	16—18
Geese	13—15	14—15
Pigeons, pair		30—36
Squab pigeons, pair		50

TORONTO.

PROVISIONS.—Dressed hogs are in better shape. Demand is more active and a fair trade is doing in abattoir fresh-killed dressed stock. Bacons are moving better, perhaps as a natural corrollary to the enormous demand for eggs. Prices show no change. Lard is fairly active and there is a steady tone to the market.

Hams—		
Light, per lb.	0 16	0 16½
Medium, per lb.	0 17	0 17½
Large, per lb.	0 14½	0 15
Backs—		
Backs, per lb.	0 20	0 21
Boneless, per lb.	0 23	0 24
Pea meal, per lb.	0 24	0 24
Bacon—		
Breakfast, per lb.	0 18	0 22
Roll, per lb.	0 14	0 15½
Shoulders, per lb.	0 13½	0 14
Pickled meats—1c less than smoked.		
Dry Salt Meats—		
Long clear bacon, light	0 13½	0 13¾
Cooked Meats—		
Hams, boiled, per lb.	0 22	0 23
Hams, roast, per lb.	0 23	0 24
Shoulders, boiled, per lb.	0 20	0 21
Shoulders, roast, per lb.	0 20	0 21
Barrelled Pork—		
Heavy mess pork, per bbl.	25 00	26 00
Short cut, per bbl.	27 00	29 00
Lard, Pure—		
Tierces, 400 lbs., per lb.	0 11	0 11½
Tubs, 60 lbs.	0 11¾	0 12
Pails	0 12	0 12½
Tins, 3 and 5 lbs., per lb.	0 12¾	0 12½
Bricks, 1 lb., per lb.	0 13	0 13¼
Lard, Compound—		
Tierces, 400 lbs., per lb.	0 09	0 09½
Tubs, 50 lbs., per lb.	0 09¾	0 10
Pails, 20 lbs., per lb.	0 10	0 10¼
Hogs—		
F.O.B., live, per cwt.		7 45
Live, fed and watered, per cwt.		7 75
Dressed, per cwt.	10 00	10 50

BUTTER.—Fresh butter is a little scarce coming in, and that has firmed up prices a trifle. Creamery is worth 34 to 35c. We quote bakers a shade higher. Storage butter is very scarce. Hardening of market is probably only temporary. Lower prices must come shortly. Trade is good.

Butter—		
Creamery prints, fresh made	0 34	0 35
Separator prints	0 28	0 29
Dairy prints, choice	0 27	0 28
Dairy, solids	0 23	0 25
Bakers	0 20	0 24

CHEESE.—Market is very firm, and while there is no actual price change to record, quotations are sufficiently high—higher than ever before. It should soon be easier as the cows come in but there are those who say that cheese won't go

below 16c to the farmer again—that is, so long as the war continues. It is surprising how sales have kept up though prices are four or five cents higher than usual. We are readjusting our quotations. There is no old cheese on the market. That described as old is September make, and what is selling for new is winter made. There is no new make yet.

Cheese—		
Old, large	0 19	0 19½
Old, twins	0 19¼	0 19¾
New, large	0 18	0 18½
New, twins	0 18¼	0 18¾

EGGS.—The market is holding steady and will do until after Easter. Prices show no change at all, but this year will see the cheapest Easter eggs for some seasons. Demand is excellent. Everybody is buying eggs, preferring them at present levels to fish and meat and so on. There has been a big Passover demand. The Jew who, ordinarily, would buy three cases, has been buying as many as twenty-five cases this last week. And there is another holiday this week.

Eggs—		
New laid, in cartons	0 22	0 23
New laid	0 20	0 21
Cracked eggs	0 18	0 19

POULTRY. — Deliveries have been very slight—that is of live stuff. We quote 12 to 14c on live fowl, but this price may be advanced during the week. The scarcity leaves room for wonderment as to where the Jews have bought their poultry. They must have gone out to the country after it. Prices remain firm and will do for some time.

Fresh Stock—	Live.	Dressed.
Fowl	0 12—0 14	0 13—0 15
Spring chicken, lb.	0 12—0 14	0 15—0 18
Fancy, crate-fed chicken, 5 lbs.	0 16—0 18	0 18—0 20
Turkeys, fancy	———	0 20—0 22
Turkeys, old Tom	0 15—0 16	0 18—0 20
Ducks	0 12—0 14	0 15—0 17
Geese	0 10—0 14	0 10—0 13

WINNIPEG.

PRODUCE.—In all lines with the single exception of eggs a scarcity is noted this week, the condition of the roads in the country evidently having a good deal to do with interference with the arrival of new stocks. The demand has been very good.

Cured meats remain at their old quotations. Lard also has not changed, but is expected to go up before long. There is a big demand and the class of stocks being received is not of the best kind for making the better grade lards.

Cured Meats—		
Hams, per lb.		0 20
Shoulders, per lb.		0 15
Bacon, per lb.		0 25
Long clear, D.S., per lb.		0 14
Mess pork, bbl.		21 00
Lard—		
Tierces		12 00
Tubs		7 35
Pails		2 52
Cases, 5s		7 73
Cases, 3s		7 80

BUTTER.—So far there is practically no new make, and with the good demand which has been felt, stocks are low. It is expected that receipts will become heavier in the next few weeks.

Butter—		
Creamery, Manitoba		0 35
Dairy	0 27	0 31
Cooking	0 22	0 23

CHEESE.—Prices are firm. The demand is good, and as in the case of butter, the supply limited.

Cheese—		
New, large		0 20
New, twins	0 20½	0 21

EGGS.—Since last week prices have dropped. New laids now being quoted at 20c. There is a very good supply being received, but the class of eggs is not of the very highest quality.

Eggs, New Laid, doz.	0 20

POULTRY.—Stocks are low and prices normal.

Fresh Stock—		
Turkeys, per lb.	0 14	0 25
Ducks, per lb.	0 10	0 16
Chickens, per lb.	0 10	0 30
Geese, per lb.	0 15	0 17

FRUIT AND VEGETABLES.

(Continued from page 42.)

Onions—		
Spanish, big crate	4 25	4 50
Can., 75-lb. bags	1 25	1 50
Can., 100-lb. sacks	1 65	1 75
Green peppers, basket		6 75
Potatoes, Delaware	0 65	0 70
Potatoes, Canadian, bag	0 60	0 65
Potatoes, Florida, new, bbl.		12 00
Parsley, basket, 11-qt.	0 30	0 35
Parsley, American		0 75
Pumpkins	0 10	0 20
Tomatoes, hothouse, lb.	0 25	0 30
Turnips, bag		0 30
Sweet potatoes, hamper		1 65
Squash, Hubbard, doz.		0 75
Lettuce, leaf	0 20	0 30
Lettuce, Boston, head, hamper	4 00	4 50
Lettuce, Boston, head, small	3 00	3 25
Parsnips, Canadian, bag	0 55	0 65
Persimmons, California, crate		2 50
Pommegranates, doz.		0 75
Pommegranates, crate	3 00	3 25
Rhubarb, hothouse	0 90	1 15

WINNIPEG.

FRUIT AND VEGETABLES.— The continued cold weather has caused a falling off in the fruit business which is very quiet at present. The opinion is, however, that a good demand will be felt in April offsetting the slackness at present.

Apples—		
Washington		1 60
Apples, bbls.	4 50	6 00
B. C. box apples		1 50
Cranberries, case		2 75
Bananas, lb.		0 04½
Grapes—		
Emperor, per keg		5 00
Almeria, keg		8 00
Grape fruit	2 75	3 50
Lemons—		
California		3 75
Oranges, California Navels	3 00	3 50

VEGETABLES.—The one feature of the week is the arrival of some carload lots of Texas cabbages; these being sold at 4c. Celery is getting very scarce, but is still sold at the same figures. Tomatoes are getting more plentiful, but here too there has not been any change in price and a steady demand is being felt.

Celery, California	7 00	7 50
Texas Cabbages		0 04
Cauliflour, per doz.		2 00
Head lettuce, California, per doz.		0 90
Leaf lettuce, doz.	0 45	0 50
Onions—		
California, 100-lb. sacks	2 00	2 50
Valencia, per case	5 50	6 00
Parsley, per doz. bunches	0 40	0 50
Sweet potatoes, per lb.		0 06
Tomatoes, California, per case		6 00
Honey, comb, per case (24 sections)		5 50
Rhubarb, per lb.		0 12½

FISH AND OYSTERS.

(Continued from page 43.)

Some price changes have been struck during the week, fresh white fish moving down slightly, present quotation being 8c. Gold eyes also are down to 10c, and frozen halibut are now quoted at 9c. The tendency is to clear out frozen fish at this season to prepare for the fresh fish which will be arriving about the middle of April. It is expected trout will be one of the first lines to reach the market. Salmon has risen 1c this week being now quoted at 18c.

Fish—		
New fresh jackfish		0 03¾
New tulibees		0 06
Fresh whitefish		0 08
Fresh pickerel		0 07½
Trout		0 10
Gold eyes		0 03½
Halibut		0 12
Frozen halibut		0 09
Salmon		0 18
Frozen salmon		0 10
Fresh cod		0 10
Fresh smelts		0 11
Oysters, per gal., Imperial		2 90
Carriers (4¼ Imperial gal.)		10 75
Shell oysters, per cwt.	1 75	1 85
Shell oysters, per bbl.		17 00
Haddies		0 09
Haddies, fillets		0 12½
Bloaters, box		1 50
Kippers, per box		1 75
Ocean herring, lb.		0 06

HOW MODERN STORE FRONTS ARE BUILT.

(Continued from page 29.)

is related closely to the shutting off of the windows from the rest of the store. A large number of some of the biggest stores in the country depend, to-day, for much of their lighting on the display windows: the result is that the background is low, and an open space left between the top and the ceiling. In some stores where the difficulty over a higher temperature inside the window is felt, glass is used to fill in the space at the back so as still to allow of light reaching the main part of the store.

But the most modern method is the use of prismatic glass for the transom, above the show windows; that is, the show windows are cut short, not reaching the ceiling, and prismatic glass stretched across the front, as indicated in several illustrations herewith.

Now as to the awning. If it was placed above the transom, at the junction of first and second storeys, it would blot out the light from the prismatic glass when it was let down: hence it is affixed below this glass, and just at the top of the display windows. Sometimes it is protected from the weather, and hidden from view by a "shelter."

Lower Windows Good in Theory.

Just another point here, noting how exactly the modern idea is being worked out: why cut down the height of the display window?

Because modern window trimming declares that, except under unusual circumstances, a display should not be above the level of the eye of a passer-by on the street: most of what runs to the top, as in old-time windows, is lost, so far as any effect on the spectator is concerned. Why, then, run the display windows up to the top, if light can be supplied to the store with lower windows?

Flour and Cereals

Flour Market Rather Quiet

Not Much Business Either Domestic or Export—Mill Feeds Firmer in Toronto—Rolled Oats Up in Montreal—Cereals Quiet in Ontario.

MONTREAL.

FLOUR.—The local market for spring wheat flour is featureless, and prices remain unchanged. Dealers in the country seem to be well stocked, and are not inclined to buy until the situation in Turkey clears, or if that is delayed, until their stocks are very low. Everything seems to hinge on the Dardanelles, and what Russia will do when they are open. The trade seems content to "wait and see" for a while, at any rate. Little business in winter wheat flour is being done, and prices can be considered 10c per bbl. lower than those quoted here, although the easy feeling is simply due to lack of demand. If any effort were made to buy in any quantity, prices would probably go up. Stocks are getting run down as the close of the season approaches, and any demand will result in higher prices. From now until the new crop arrives there is a chance of a scarcity, and if war were to end now, prices would likely stay up, because when the war is over there is going to be a big demand from those countries which have been fighting, as, despite all talk about their women folks looking after the crops, there cannot have been much fall wheat sown.

Manitoba Wheat Flour—	Per bbl.	of 2 bags
First patents	....	7 80
Second patents	....	7 30
Strong bakers	....	7 10

Flour in cotton sacks, 10 cents per barrel more.

Winter Wheat Flour—	Car lots.	Small lots.
Fancy patents	7 55	7 55
90 per cent., in wood	7 20	7 30
90 per cent. in bags	3 25	3 50

CEREALS.—There was a marked decline in the market for rolled oats about ten days ago, the price to retailer dropping as low as $3.55. As soon as buying became brisk, the market advanced again, and prices early this week were 15c higher than those quoted in our last issue. Corn flour was reported strong this week, millers stating that they were over sold. The market for rye flour is looking better, but until present stocks are used up, there is not likely to be an advance here. However, the situation is good.

Cornmeal—	Per 98-lb. sack
Gold dust	2 50 2 55
Unbolted	.... 2 25
Rolled Oats—	90's in jute.
Small lots	3 75 ....
25 bags or more	3 60 ....
Packages, case	.... 4 75

Rolled oats in cotton sacks, 5 cents more.

Oatmeal—fine, standard and granulated, 10 per cent. over rolled oats in 90s, in jute.

Rolled Wheat—	100-lb. bbls.
Small lots	.... 3 65
Hominy, per 98-lb. sack	.... 2 75
Corn flour, bag	.... 3 05
Rye flour, bag	.... 3 30

FEEDS.—Market for all feeds is easier owing to the early spring. With prospect of grazing, there is no inclination to buy, and bran especially is easy. Shorts are a little stronger. Naturally buyers are not going to stock up with something they are likely to carry over, especially when supplies are plentiful.

Mill Feeds—	Per ton
Bran	26 00
Shorts	28 00
Middlings	30 00
Wheat moulee	38 00
Feed flour, bag	2 55
Mixed chops, ton	41 00
Crushed oats, ton	43 00
Barley, pot, 98 lbs.	2 85
Oats, chop, ton	43 00
Barley chop, ton	37 00
Feed oats, cleaned, Manitoba, bush	0 76
Feed wheat, bag	2 55

TORONTO.

FLOUR.—There is no price news to report and business at present is rather dull. Market is weaker on account of the feeling that the war is going to end sooner than was thought. Mr. Asquith's dictum to the effect that people in Britain will have cheaper food by June has been a bear factor, too. It is a nice point whether flour will actually be cheaper by June, though by that time the Dardanelles will have been reduced and the Russian wheat freed. But though there will be three crops, the Russian, Indian and that of the Argentine, the Indian will be the only one ready by that time. And, good as it is, difficulties of shipment will make for delay. Flour prices, that is for futures, are problematical. Wheat is weaker just at present, but the constant talk of the quick reduction of the Dardanelles is the reason. The market is subject to slightest rumor nowadays.

Prices on July wheat in Chicago appear to be rather high. Quotation right now is $1.20. May wheat is around $1.50. It is unlikely that July wheat will fetch $1.20.

Manitoba Wheat Flour—	Small lots. per bbl.	Car lots. per bbl.
First patents	7 90	7 70
Second patents	7 40	7 20
Strong bakers	7 20	7 10

Flour in cotton sacks, 10c per bbl. more.

Winter Wheat Flour—	Small lots, per bbl.	Car lots, per bbl.
Fancy patents	7 70	7 50
90 per cent.	7 50	7 30
Straight roller	7 30	7 10
Blended flour	7 30	7 30

CEREALS.—Rolled oats are said to be quoted too low, but millers can't very well put their prices up. There are hardly any sales. Even barley is weaker. Cereal market is dull just now. Peas are moving best of anything.

Barley, pearl, 98 lbs.	....	5 00
Buckwheat grits, 98 lbs.	5 50	6 00
Corn flour, 98 lbs.	2 50	3 00
Cornmeal, yellow, 98 lbs.	2 55	2 65
Graham flour, 98 lbs.	3 00	3 30
Hominy, granulated, 98 lbs.	....	3 00
Hominy, pearl, 98 lbs.	....	3 00
Oatmeal, standard, 98 lbs.	....	3 92½
Oatmeal, granulated, 98 lbs.	....	3 92½
Peas, Canadian, boiling, bush.	2 90	3 00
Peas, split, 98 lbs.	....	5 00
Rolled oats, 90-lb. bags	3 55	3 75
Rolled wheat, 100-lb. bbl.	3 75	4 00
Rye flour, 98 lbs.	....	3 00
Whole wheat flour, 98 lbs.	3 75	4 00
Wheatlets, 98 lbs.	3 75	4 00

MILL FEEDS.—Market has picked up some. There is a noticeably better demand and more business is being done. The mills, of course, are turning out less feed: some of them are not operating. Then the return of the cold weather doesn't help the grass to grow any more quickly. But when the snow finally disappears we ought to see easier prices on feeds right along.

Mill Feeds—	Mixed cars, per ton	
Bran	26 00	27 00
Shorts	28 00	29 00
Middlings	30 00	32 00
Wheat moulee	....	30 00
Feed flour, per bag	1 85	1 90
Oats—		
No. 3, Ontario, outside points	0 55	0 56
No. 3, C.W., bay ports	....	0 60

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H. W. Cole Limited, St. John, N.B., writes—Your Canadian Grocer is always a welcome weekly visitor.

We extend to our many customers, in all sections of the country—

EASTER GREETINGS

"Scotch" Health Bran

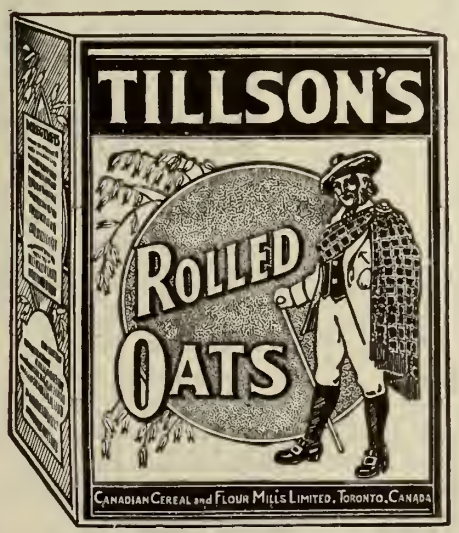
and

"Scotch" Fine Cut Oatmeal

ARE NOW READY FOR SALE

TILLSON'S OATS

A FOOD NOT A FAD



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When goods couple quality, good profit, popularity and are the only goods in that line Made-in-Canada, there is every reason why you should stock and push them.

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BAKING POWDER.

WHITE SWAN SPICES AND CEREALS, LTD.

	Per doz
6c Tins, 4 doz. to case, weight 10 lbs.	$0 40
4 oz. Tins, 4 doz. to case, weight 20 lbs.	65
6 oz. Tins, 4 doz. to case, weight 25 lbs.	90
8 oz. Tins, 4 doz. to case, weight 35 lbs.	1 30
12 oz. Tins, 4 doz. to case, weight 48 lbs.	1 80
16 oz. Tins, 4 doz. to case, weight 70 lbs.	2 25
3 lb. Tins, 2 doz. to case, weight 85 lbs.	5 00
5 lb. Tins, 1 doz. to case, weight 80 lbs.	9 50

COOK'S FRIEND BAKING POWDER.

W. D. McLaren, Limited.

In Cartons—	Per doz.
No. 1 (25c size), 4 doz. cs.	$ 2 25
No. 1 (25c size), 2 doz. cs.	2 30
No. 10 (20c size), 4 doz. cs.	1 80
No. 9 (10c size), 2 doz. cs.	1 85
No. 8 (15c size), 4 doz. cs.	1 50
No. 2 (10c size), 6 doz. cs.	0 80
No. 2 (10c size), 3 doz. cs.	0 85
No. 3 (5c size), 4 doz. cs.	0 45

Also in tins. Prices on application.

ROYAL BAKING POWDER

Size.	Less than 10 case lots Per doz.	Bbl. lots or 10 cases and over Per doz.
Dime	$ .95	$ .90
4-oz.	1.40	1.35
6-oz.	1.95	1.90
8-oz.	2.55	2.50
12-oz.	3.85	3.75
16-oz.	4.90	4.80
2½-lb.	11.60	11.35
5-lb.	13.60	13.35
5-lb.	22.35	21.90

Barrels—when packed in barrels one per cent. discount will be allowed.

FOREST CITY BAKING POWDER.

6-oz. tins	$0 75
12-oz. tins	1 25
16-oz. tins	1 75

BLUE.

Keen's Oxford, per lb.	$0 17
In 10-lb. lots or case	0 16

COUPON BOOKS — ALLISON'S.

For sale in Canada by The Eby-Blain Co., Ltd., Toronto; C. O. Beauchemin & Fils, Montreal, $2, $3, $5, $10, $15 and $20. All same price, one size or assorted.

UN-NUMBERED.

100 books and over, each	0 03½
500 books to 1,000 books	0 03

For numbering cover and each coupon, extra per book, ½ cent.

CEREALS.

WHITE SWAN	Per case
Biscuit Flour (Self-rising), 2 doz. to case, weight 70 lbs.	$3 00
Buckwheat Flour (Self-rising), 3 doz. to case, weight 70 lbs.	3 00
Pancake Flour (Self-rising), 3 doz. to case, weight 70 lbs.	3 00
Breakfast Food, 2 doz. to case, weight 85 lbs.	4 50
King's Food, 2 doz. to case, weight 95 lbs.	5 50
Wheat Kernels, 2 doz. to case, weight 65 lbs.	3 75
Barley Crisps, 3 doz. to case, weight 50 lbs.	3 00
Flaked Rice, 3 doz. to case, weight 50 lbs.	3 00
Flaked Peas, 3 doz. to case, weight 50 lbs.	3 60

DOMINION CANNERS, LIMITED.

Aylmer Pure Jams, 16 oz. Jar.

	Per doz.
Strawberry, 1914 pack	$2 20
Raspberry, red, heavy syrup	2 10
Black Currant	2 10
Red Currant	2 10
Peaches	2 10
Pear, Bart.	2 10

Aylmer Pure Jellies.

Red Currant	2 10
Black Currant	2 10
Crabapple	1 45
Raspberry and red currant	2 10
Raspberry and gooseberry	2 10
Plum jam	1 85
Green Gage plum stoneless	1 85
Gooseberry	1 85
Grape	1 85

Aylmer Marmalade

Orange Jelly	1 60
Lemon	1 60
Pineapple	1 90
Ginger	2 25

Aylmer Pure Preserves—Bulk

	5 lbs.	7 lbs
Strawberry	0 72	1 00
Black currant	0 65	0 85
Raspberry	0 65	0 85

Aylmer 14's and 30's per lb.

Strawberry	0 11
Raspberry	0 14

COCOA AND CHOCOLATE.

THE COWAN CO., LTD.

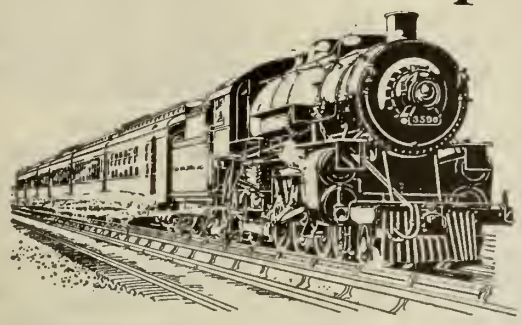
Cocoa—	
Perfection, 1-lb. tins, doz.	4 50
Perfection, ½-lb. tins, doz.	2 [illegible]
Perfection, ¼-lb. tins, doz.	1 25
Perfection, 10c size, doz.	0 90
Perfection, 5-lb. tins, per lb.	0 55
Soluble bulk, No. 1, lb.	0 20
Soluble, bulk, No. 2, lb.	0 18
London Pearl, per lb.	0 22

Special quotations for Cocoa in barrels, kegs, etc.

(Unsweetened Chocolate).

Supreme chocolate, ½'s, 12-lb. boxes, per lb.	0 [illegible]
Perfection chocolate, 20c size, 2 doz. in box, doz.	1 60
Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz.	0 90
Sweet Chocolate—	Per lb.
Queen's Dessert, ¼'s and ½'s, 12-lb. boxes	0 40
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, ¼-lb., 6 and 12-lb. boxes	0 35

Lack of Speedy Deliveries—



is the Biggest Drawback in many a Western Campaign

But Nicholson & Bain Service turns such a drawback into a distinct advantage.

With warehouses in the six strategic cities of the West, the district representatives get into personal touch with ALL prospects IMMEDIATELY.

So well and favorably known are Nicholson & Bain representatives in their respective districts that your product is sure to be given interested consideration everywhere.

There is no quicker, surer or more efficient way of placing your product on the whole Western field than putting it up to Nicholson & Bain. There may still be an opening for your product. No obligation.

Write to-day.

NICHOLSON & BAIN

WHOLESALE COMMISSION AGENTS AND BROKERS

Head Office:—Winnipeg, Man. Branches:—Regina, Saskatoon, Edmonton, Calgary, Vancouver

Every Package of Dr. Cassell's Tablets You Sell to a Nerve-Tired Woman is Going to Cement her Friendship for your Store

Dr. Cassell's are not magic tablets, but a good, sound nerve trouble remedy that is absolutely harmless, but thoroughly efficient when used by either old or young people.

You have a mighty fine chance to reap a good round profit (50%) on extra sales by linking up your efforts with our extensive newspaper campaign.

Every home should have a package of Dr. Cassell's Tablets always handy. Will you supply them?

Order a Trial Shipment

Dr. Cassell's Medicine Co., Limited, Manchester, Eng.

Agent for Canada: Harold F. Ritchie Co., Limited, 10-14 McCaul St., Toronto

MADE IN CANADA

Quality Counts —Costs More —Worth It!

WHITE SWAN BISCUIT FLOUR is manufactured in the most scientific manner from the purest and best winter wheat, by a modern process which enables us to turn out a product of the greatest purity and excellence.

Per Case of 2 Dozen Packages, $3.00.

WHITE SWAN BUCKWHEAT FLOUR—Highest award Gold and Silver Medals, World's Fair, St. Louis, 1904.

Per Case of 3 Dozen Packages, $3.00.

WHITE SWAN PANCAKE FLOUR is manufactured from the finest Wheat, Corn and Rice. A healthful and nutritious food for all seasons.

Per Case of 3 Dozen Packages, $3.00.

All of these Flours are self-rising, and being blended with definite percentages of seasoning and leavening in accurate proportions, absolute success in baking is assured. Ready for instant use and economical because they save the cost of Baking Powder, Salt, Cream of Tartar, and Soda. **NO ALUM NO AMMONIA**

Complete Directions in the Package

White Swan Spices and Cereals, Ltd.

TORONTO, CANADA

Diamond, 8's, 6 and 12-lb. boxes	0 29
Diamond, 6's and 7's, 6 and 12-lb. boxes	0 26
Diamond, ¼'s, 6 and 12-lb. boxes	0 27
Icings for Cake—	
Chocolate, white, pink, lemon, orange, maple, almond, cocoanut, cream, in ½-lb. packages, 2 doz. in box, per doz.	1 00

Chocolate Confections	Per lb.
Maple buds, 5-lb. boxes	0 37
Milk medallions, 5-lb. boxes	0 37
Chocolate wafers, No. 1, 5-lb. boxes	0 31
Chocolate wafers, No. 2, 5-lb. boxes	0 26
Nonpareil wafers, No. 1, 5-lb. boxes	0 31
Nonpareil wafers, No. 2, 5-lb. boxes	0 26
Chocolate ginger, 5-lb. boxes	0 31
Milk chocolate wafers, 5-lb. boxes	0 37
Coffee drops, 5-lb. boxes	0 37
Lunch bars, 5-lb. boxes	0 37
Milk chocolate, 5c bundles, 3 doz. in box, per box	1 36
Royal Milk Chocolate, 5c cakes, 2 doz. in box, per box	0 85
Nut milk chocolate, ½'s, 6-lb. boxes, lb.	0 37
Nut milk chocolate, ¼'s, 6-lb. boxes, lb.	0 37
Nut milk chocolate, 5c bars, 24 bars, per box	0 85
Almond nut bars, 24 bars, per box	0 85

JOHN P. MOTT & CO.'S.

Miss N. Estabrook, St. John, N. B.; J. A. Taylor, Montreal; P. Q.; F. M. Hannum, Ottawa, Ont.; Jos. E. Huxley & Co., Winnipeg, Man.; Tees & Persse, Calgary, Alta.; Russell, Johnson, Edmonton; D. M. Doherty & Co., Vancouver and Victoria.

Elite, 10c size (for cooking) doz.	0 90
Mott's breakfast cocoa, 2-doz. 10c size, per doz.	0 85
Nut milk bars, 2 dozen in box	0 80
Breakfast cocoa, ¼'s and ½'s	0 36
No. 1 chocolate	0 30
Navy chocolate, ½'s	0 26
Vanilla sticks, per gr.	1 00
Diamond chocolate, ½'s	0 24
Plain choice chocolate liquors	20 30
Sweet chocolate coatings	0 20

CONDENSED AND EVAPORATED MILK.

BORDEN MILK CO., LTD.

East of Fort William, Ont.

Preserved	Per case.
Eagle Brand, each 4 doz.	$6 25
Reindeer Brand, each 4 doz.	6 25
Silver Cow Brand, each 4 doz.	5 75
Gold Seal Brand, each 4 doz.	5 60
Mayflower Brand, each 4 doz.	5 60
Purity Brand, each 4 doz.	5 60
Challenge Brand, each 4 doz.	4 85
Clover Brand, each 4 doz.	4 85
Evaporated (Unsweetened)—	
St. Charles Brand, small, each 4 doz.	2 00
Peerless Brand, small, each 4 doz.	2 00
St. Charles Brand, Family, each 4 doz.	3 90
Peerless Brand, Family, each 4 doz.	3 90
Jersey Brand, Family, each 4 doz.	3 90
St. Charles Brand, tall, each 4 doz.	4 50
Peerless Brand, tall, each, 4 doz.	4 50
Jersey Brand, tall, each, 4 doz.	4 50
St. Charles Brand, Hotel, each, 2 doz.	4 25
Peerless Brand, Hotel, each, 2 doz.	4 25
Jersey Brand, Hotel, each, 2 doz.	4 25
St. Charles Brand, gallons, each, ½ doz.	4 75
"Reindeer" Coffee and Milk, "large," each, 2 doz.	4 80
"Reindeer" Coffee and Milk, "small," each, 4 doz.	5 50
"Regal" Coffee and Milk, each, 2 doz.	4 50
"Reindeer" Cocoa and Milk, each, 2 doz.	4 80

COFFEE.

WHITE SWAN SPICES AND CEREALS, LTD.

WHITE SWAN.

1 lb. tins, 4 doz. to case, weight, 80 lbs.	36
1 lb. tins, 2 doz. to case, weight 35 lbs.	
Add one-half cent per pound to the above.	

ENGLISH BREAKFAST COFFEE.

½ lb. tins, 2 doz. to case, weight 22 lbs.	22
1 lb. tins, 2 doz. to case, weight 40 lbs.	20

MOJA.

½ lb. tins, 2 doz. to case, weight 22 lbs.	32
1 lb. tins, 2 doz. to case, weight 40 lbs.	30
2 lb. tins, 1 doz. to case, weight 40 lbs.	30

PRESENTATION COFFEE.

A Handsome Tumbler in Each Tin.

1 lb. tins, 2 doz. to case, per lb.	27
Shipping weight, 50 lbs. per case.	

MINTO BROS.

MELAGAMA COFFEE.

	Whol.	Ret'l.
1s, 1½s, Grd.	25	30
1s, ½s, B. & G.	32	40
1s only, B. & G.	35	45
1s, ½s, B. & G.	38	50

Packed in 30 and 50-lb. cases.
Terms net 30 days prepaid.

MINTO COFFEE (Bulk).

M Bean or Gr.	33
I Bean or Gr.	35
N Bean or Gr.	32
T Bean or Gr.	30
O Bean or Gr.	28
Spec. Grd. Compound	25

Packed in 25 and 50-lb. tins.

FLAVORING EXTRACTS.

WHITE SWAN FLAVORING EXTRACTS—ALL FLAVORS

1 oz. bottles, per doz., weight 3 lbs.	$ 1 65
2 oz. bottles, per doz., weight 4 lbs.	2 00
2½ oz. bottles, per doz., weight 6 lbs.	2 30
4 oz. bottles, per doz., weight 7 lbs.	3 50
8 oz. bottles, per doz., weight 14 lbs.	6 50
16 oz. bottles, per doz., weight 23 lbs.	12 00
32 oz. bottles, per doz., weight 40 lbs.	22 00
Bulk, per gallon, weight 16 lbs.	10 00

CRESCENT MFG. CO.

CRESCENT MAPLEINE.

Special Delivered Price for Canada

	Per doz.
½-oz. (4 doz. case), weight 9 lbs., retail each 15c	$ 1 40
1 oz. (4 doz. case), weight 14 lbs., retail each 30c	2 55
2 oz. (3 doz. case), weight 15 lbs., retail each 50c	4 40
4 oz. (2 doz. case), weight 17 lbs., retail each 90c	7 00
8 oz. (1 doz. case), weight 17 lbs., retail each $1.50	13 00
Pint (1 doz. case), weight 29 lbs., retail each $3	25 00
Quart (1 doz. case), weight 53 lbs., retail each $5.50	47 75
Gallons, each, retail each $20	17 15

"Just pure Coffee, refined like sugar. Use it as you do sugar,—¾ of a teaspoonful to a cup and pour on boiling water. Sugar and cream to taste—dissolves instantly—no sediment—the flavor is always perfect—you control the strength. Sold *only* in air-tight tins. A child can make as good coffee as a chef with

Washington's INSTANT Coffee

Now You Can Drink All The Coffee You Want

FOR SALE BY

Canadian Wholesale Grocers

Made in the cup at the table

G. WASHINGTON COFFEE SALES CO., 79 Wall St., New York

Write for literature telling of Mr. Washington's Wonderful Refining Process, which gives us this 100% Pure Refined Coffee.

Canadian Sales Agent:

Edmund Littler
169 William Street
MONTREAL, CANADA

Always Sold In This Package

For twenty years the standard of clean, wholesome, natural, sun-cured, seedless raisins.

More than five million families annually testify to their superiority.

THE AMERICAN VINEYARD COMPANY, Growers and Packers

TORONTO MONTREAL WINNIPEG EDMONTON SASKATOON

We Can Supplant German and Austrian Woodenware Specialties

If we know what you have been getting from this source in the past, and would be pleased to have suggestions from the wholesale and retail trade and to pay for samples they would submit of anything we could make here, in the hope of supplying a proper demand, of keeping our plant running in these unusual times, and especially to afford all the work possible to our employees during the coming winter.

All our standard products are stocked to render prompt shipment, and merchants are asked to provide a stock of "Cane's" wash-boards, pails and tubs against a sure demand that will be created this coming winter. More washings will be done at home for a time now than have been for some years. We are ready to supply you, are you ready to buy? Order from our wholesale.

THE WM. CANE & SONS CO., LIMITED

W. H. Escott Co., wholesale western representatives for Winnipeg, Regina, Calgary and Edmonton.
G. H. Gillespie, 392 Richmond St., London, Ont.
J. W. Bickle & Greening, Hamilton.
F. M. Baker, 27½ Front St. East, Toronto, Ont.
Wm. C. Christmas & Co., St. Nicholas Bldg., Montreal.
H. D. Marshall, 197 Sparks St., Ottawa,
W. S. Clawson & Co., South Wharf, St. John, N.B.
Pyke Bros., Halifax, N.S.
Oppenheimer Bros., Vancouver and Victoria, for British Columbia.

TWO CENTS PER WORD

You can talk across the continent for two cents per word with a WANT AD. in this paper

INCREASE YOUR TRADE

BY

Modern Show Card Lettering, Designing, Etc.

SIXTH EDITION---NOW READY

WITH THIRTY-TWO ADDITIONAL PAGES TO THAT OF FORMER EDITIONS

A practical treatise on Up-to-Date Pen and Brush Lettering, giving instruction representing many styles of lettering, position, movement, sbading, spacing, designing and arrangement, with illustrations of large and small letters of each alphabet, together with a full analysis and diagram for making neat and prominent figures off-hand for price tickets, etc. Over 400 illustrations of finished show cards and price tickets are given in

Marking Pen Lettering
Soennecken Pen Lettering
Automatic Pen Lettering and
Up-to-Date Brush Lettering

outside of fifty-one page alphabet plates and lettering exercises of a large variety of standard show card alphabets witb practical instruction, together with show card designs, showing bow to produce neat and fancy border and scroll outlines, tinted backgrounds, etc.

This book is far beyond anytbing ever publisbed in tbis line. It contains solid, practical, common-sense instruction—a book tbat is free from absurd theories and mystifying kinks, and contains 2,000 advertising pbrases for Card Signs, Posters, etc.

All orders payable in advance. If you do not find this book worth tbe price return it inside of five days and get your money back.

The price of the Book is $1.00 delivered to your address postpaid

Page size of book 6x9 in., 144 pages

The MacLean Publishing Co., Ltd.

BOOK DEPARTMENT

143-153 University Ave., Toronto

BOAR'S HEAD LARD COMPOUND.

N. K. FAIRBANK CO., LTD.

Tierces	0 10¼
Tubs, 60 lbs.	0 10½
Pails, 20 lbs.	0 10¾
Tins, 20 lbs.	0 10¼
Cases, 3 lbs., 20 to case	0 11¼
Cases, 5 lbs., 12 to case	0 11½
Cases, 10 lbs., 6 to case	0 11

F.O.B. Montreal.

MUSTARD.

COLMAN'S OR KEEN'S.

	Per doz. tins
D. S. F., ¼-lb.	$1 50
D. S. F., ½-lb.	2 68
D. S. F., 1-lb.	5 36
F. D., ¼-lb.	0 95
F. D., ½-lb.	1 63
	Per jar
Durham, 4-lb. jar	0 87
Durham, 1-lb. jar	0 28

JELLY POWDERS.

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan, 15 flavors, 1 doz. in handsome counter carton, per doz. ..... $ 0 90

List Price.

JELL-O.

Assorted case, contains 2 doz. 1 80

Straight.

Lemon, contains 2 doz.	1 80
Orange, contains 2 doz.	1 80
Raspberry, contains 2 doz.	1 80
Strawberry, contains 2 doz.	1 80
Chocolate, contains 2 doz.	1 50
Cherry, contains 2 doz.	1 80
Peach, contains 2 doz.	1 80

Weight, 8 lbs. to case, Freight rate, 2nd class.

JELL-O ICE CREAM POWDER.

Assorted case, contains 2 doz. 2 50

Straight.

Chocolate contains 2 doz.	2 50
Vanilla contains 2 doz.	2 50
Strawberry contains 2 doz.	2 50
Lemon contains 2 doz.	2 50
Unflavored contains 2 doz.	2 50

Weight, 11 lbs. to case. Freight rate, 2nd class.

SOAP AND WASHING POWDERS.

SNAP HAND CLEANER.

3 dozen to box	3 60
6 dozen to box	7 20

30 days.

RICHARDS' PURE SOAP.

Richards' Quick Naptha Soap. Packed 100 bars to case. 5-case lots (delivered), $4.15 each with 20 bars of Quick Naptha as a free premium.

FELS NAPTHA.

Prices—Ontario and Quebec:

Less than 5 cases	$5 90
Five cases or more	4 95

WHITE SWAN LYE.

Single cases, 4 doz.	$3 50
5 case lots, 4 doz.	3 35

Shipping weight 50 lbs. per case.

THE CANADA STARCH CO., LTD., EDWARDSBURG BRANDS and BRANTFORD BRANDS.

Laundry Starches—

Boxes.	Cents.
40 lbs., Canada Laundry	.06¼
40 lbs., boxes Canada white gloss, 1 lb. pkg.	.06¾
48 lbs. No. 1 white or blue, 4 lb. cartons	.07¼
48 lbs. No. 1 white or blue, 3 lb. cartons	.07¼
100 lbs., kegs, No. 1 white.	.06¾
200 lbs., bbls., No. 1 white.	.06¾
30 lbs., Edwardsburg silver gloss, 1 lb. chrome pkgs.	.07¾
48 lbs. silver gloss, in 6-lb. tin canisters	.08¼
36 lbs., silver gloss 6-lb. draw lid boxes	.08¼
100 lbs., kegs, silver gloss, large crystals	.07¼
28 lbs., Benson's Satin, 1-lb. cartons, chrome label	.07½
40 lbs., Benson's Enamel (cold water), per case	3 00
20 lbs., Benson's Enamel (cold water), per case	1 50
Celluloid—boxes containing 45 cartons, per case	3 60

Culinary Starch.

40 lbs. W. T. Benson & Co.'s prepared corn	.07¾
40 lbs. Canada pure corn starch	.06½

(120-lb. boxes ¼c higher.)

Casco Potato Flour, 20-lb. boxes, per lb.	.10

BRANTFORD STARCH.

Ontario and Quebec.

Laundry Starches—

Canada Laundry—

Boxes about 40 lbs.	.06

Acme Gloss Starch—

1-lb. cartons, boxes of 40 lbs.	.06¾

First Quality White Laundry—

3-lb. canisters, cs. of 48 lbs.	.07¼
Barrels, 200 lbs.	.06¾
Kegs, 100 lbs.	.06¾

Lily White Gloss—

1-lb. fancy cartons cases 30 lbs.	.07¾
8 in case	.08
6-lb. toy trunks, lock and key, 6-lb. toy drum, with drumsticks, 8 in case	.08¼
Kegs extra large crystals, 100 lbs.	.07¼

Canadian Electric Starch—

Boxes, containing 40 fancy pkgs., per case	3 00

Celluloid Starches—

Boxes containing 45 cartons, per case	3 60

Culinary Starches—

Challenge Prepared Corn—

1-lb. pkts., boxes of 40 lbs.	.06½

Brantford Prepared Corn—

1-lb. pkts., boxes of 40 lbs.	.07¾

"Crystal Maize" Corn Starch—

1-lb. pkts., boxes of 40 lbs.	.07¾

(20-lb. boxes ¼c higher than 40's)

UPTON'S CLOVER HONEY

Have you seen our new package?

Write us for price list.

The T. Upton Co., Limited

ST. CATHARINES

Factories at Hamilton and St. Catharines

Pure Maple Syrup and Sugar

We expect to receive from Quebec our first lot, made from this year's run, this week.

Syrup will be put up in Pint, Quart, Half-gallon, Gallon, and Five-gallon tins, both Imperial and wine measure; also in kegs containing 25 Imperial gallons. Sugar will be packed about 50 lbs. to box, in ¼-lb., ½-lb., or 1-lb. blocks.

The Quality will be right up to our usual high standard, and is sold under a

GUARANTEE OF PURITY

one of the first points to be considered in handling Maple products. Write us for prices to-day.

HUGH WALKER & SON

ESTABLISHED 1861

GUELPH and NORTH BAY

WINDSOR TABLE SALT

is just clean, pure Salt, refined to the highest degree of purity, in the most modern Salt works on the continent and Made in Canada.

Canadian Salt Co., Limited,

WINDSOR, ONT.

Our Tiger (50 cent line) Brooms

are superfine carpet **BROOMS** on **polished** handles. Offer them to your customers and secure business that stays. Splendid value in 35c, 40c, 50c, 60c lines. Try a sample shipment and be satisfied.

We make **Factory Brooms.**

Walter Woods & Co.

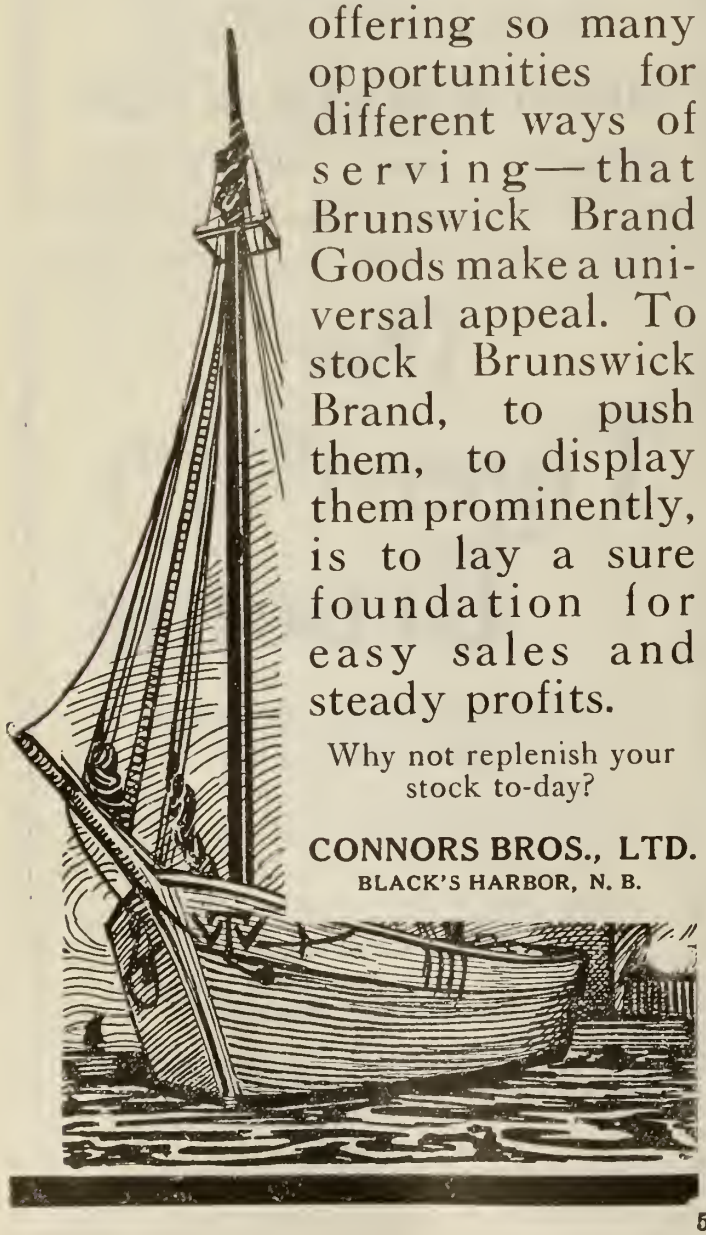
HAMILTON

Brunswick Brand Goods

As nourishing food might easily be featured on the basis of economy, but as a matter of fact Brunswick Brand Goods are their own excuse, appetizing, nourishing, deliciously pleasing to all, offering so many opportunities for different ways of serving—that Brunswick Brand Goods make a universal appeal. To stock Brunswick Brand, to push them, to display them prominently, is to lay a sure foundation for easy sales and steady profits.

Why not replenish your stock to-day?

CONNORS BROS., LTD.
BLACK'S HARBOR, N. B.



OCEAN MILLS, MONTREAL.

Chinese starch, 16 oz. pack., 4 doz. per case, $4; Ocean Corn Starch, 16 oz. pack., 4 doz. per case, $3.60; King Corn Starch, 16 oz. pack., 4 doz. per case, $3.12; Ocean Blanc Mange, all flavors, 8 oz. pack., 4 doz. per case, $4; Ocean Borax, 8 oz. pack., 4 doz. per case, $1.80; Ocean Baking Soda, 8-oz. package, 120 packages, per case, $3; Ocean Baking Soda, 16 oz. pack., 60 pack. per case, $3; Ocean Baking Powder, 1 lb. pack., 3 doz. per case, $6.75; Ocean Baking Powder, 8 oz. pack., 5 doz. per case, $6.50; Ocean Baking Powder, 4 oz. pack., 4 doz., per case, $3; Ocean Baking Powder, 3 oz. pack., 4 doz. per case, $1.60; Ocean Baking Powder, 5 lb. tin, 10 tins per case, $7.50; Chinese Washing Powder, 8 oz., 120 pack. per case, $4.25; retail at 5c per doz., 45c; Ocean Extracts, all flavors, 2 oz., 6 doz. per case, $6; Ocean Mustard (French Mustard, quart size), 2 doz. per case, $4.80; Ocean Mustard (French Mustard), pint size, 2 doz. per case, $4; Ocean Liquid Blue, pint bottles, 2 doz. per case, $1.80; Petrolatum, 2 oz. jars. 12 doz. per case, $5.40; Petrolatum, 5 oz. jars. 6 doz. per case, $5.40; Ocean Cough Syrup. 8 oz. bottle, 3 doz., per case, $7.20.

COW BRAND BAKING SODA

In boxes only.

Packed as follows:

5c packages (96)	$3 20
1 lb. packages (60)	3 20
½ lb. packages (120)	3 40
1 lb. 30 / ½ lb. 60 } Packages, Mixed.	3 30

SYRUP.

THE CANADA STARCH CO., LTD., CROWN BRAND CORN SYRUP.

2-lb. tins, 2 doz. in case	$2 65
5-lb. tins, 1 doz. in case	3 00
10-lb. tins, ½ doz. in case	2 90
20-lb. tins, ¼ doz. in case	2 85
Barrels, 700 lbs.	3¾
Half barrels, 350 lbs.	4
Quarter barrels, 175 lbs.	4¼
Pails, 38½ lbs.	1 35
Pails, 25 lbs. each	1 40

LILY WHITE CORN SYRUP.

2-lb. tins, 2 doz. in case	3 00
5-lb. tins, 1 doz. in case	3 55
10-lb. tins, ½-doz. in case	3 25
20-lb. tins, ¼-doz. in case	3 20

(5, 10 and 20-lb. tins have wire handles.)

ST. LAWRENCE SUGAR REFG. CO.

Crystal Diamond Brand Cane Syrup.

2-lb. tins, 2 doz. in case	$2 65
Barrels	0 03¾
½ barrels	0 04

CANNED HADDIES, "THISTLE" BRAND.

A. P. TIPPET & CO., Agents.

Cases, 4 doz. each, flats, per case	$5 40
Cases, 4 doz. each, ovals, per case	5 40

INFANTS' FOOD.

Robinson's patent barley, ½ lb. tins, $1.25; 1-lb. tins, $2.25; Robinson's patent groats, ½-lb. tins, $1.25; 1-lb. tins, $2.25.

BEAVER BRAND CORN AND MAPLE SYRUP.

Quart tins (wine measure), 2 doz. in case, per case	4 70

MOLASSES.

THE DOMINION MOLASSES COMPANY, LTD.

Gingerbread Brand.
2s, Tins, 2 doz. to case.

Quebec, per case	$1 85
Ontario, per case	1 90
Manitoba, per case	2 30
Saskatchewan, per case	2 60
Alberta, per case	2 70

DOMOLCO BRAND.
2s, Tins, 2 doz. to case.

Quebec and Ontario, per case	2 95
Manitoba, per case	3 40
Saskatchewan, per case	3 65
Alberta, per case	3 75
British Columbia, per case.	2 40
British Columbia, per case.	3 55

SAUCES.

PATERSON'S WORCESTER SAUCE.

½-pint bottles, 3 and 6 doz. cases, doz.	0 90
Pint bottles, 3 doz. cases, doz.	1 75

H. P.

	Per doz.
H. P. Sauce— Cases of 3 dozen	1 90
H. P. Pickles— Cases of 2 doz. pints	3 25
Cases of 3 doz. ¼-pints	2 20

STOVE POLISH.

JAMES DOME BLACK LEAD.

2a size, gross	2 50
6a size, gross	2 40

NUGGET POLISHES.

	Doz.
Polish, Black and Tan	0 85
Metal Outfits, Black and Tan	3 65
Card Outfits, Black and Tan	3 25
Creams and White Cleanser	1 10

TEAS.

THE SALADA TEA CO.
East of Winnipeg.

	Wholesale.	R't'l.
Brown Label, 1s and ½s	.29	.35
Blue Label, 1s, ½s, ¼s, and ⅛s	.35	.45
Red Label, 1s and ½s	.41	.55
Gold Label, ½s	.49	.65
Red-Gold Label, ½s	.55	.80

ORANGE MARMALADE.

"BANNER BRAND" PURE FRUIT PRODUCTS.

JAMS AND JELLIES.

2's	$ 2 15
4's	0 35
5's	0 42
7's	0 60
30's, wood	0 08
12-oz. glass jar	1 15
Tumbler, glass	0 95

MARMALADE.

2's, per doz.	$ 2 50
4's, per pail	0 40
5's, per pail	0 45
7's, per pail	0 65
30's, wood, lb.	0 08¾
12-oz. glass jar, doz.	1 20
Tumbler, glass, doz.	1 00

Prices subject to change without notice.

MINTO BROS., Limited, Toronto.

We pack in 60 and 100-lb. cases All delivered prices.

MELAGAMA TEA.

	Whol.	Ret.
Red Label, 1s or ½s.	0 29	0 35
Green Label, 1s, ½s, ¼s	0 32	0 40
Blue Label, 1s, ½s, ¼s	0 37	0 50
Yellow Label, 1s, ½s, ¼s	0 42	0 60
Purple Label, ¼s only	0 55	0 80
Gold Label, ¼s only.	0 70	1 00

MINTO TEA.

	Whol.	Ret.
Green Bag	0 29	0 35
Red Bag	0 32	0 40
Yellow Bag	0 37	0 50
Purple Bag	0 42	0 60

YEAST.

White Swan Yeast Cakes, per case, 3 doz. 5c pkgs.	1 20

IMPERIAL TOBACCO CO. OF CANADA, LIMITED.
EMPIRE BRANCH.

Black Watch, 8s, butts 9 lbs., boxes 6 lbs.	$0 40
Bobs, 6s and 12s, 12 and 6 lbs.	0 46
Currency, 12s, ½ butts, 12 lbs., boxes 6 lbs.	0 46
Currency, 6s, ½ butts, 9 lbs.	0 46
Stag Bars, 6s, butts, 11 lbs., boxes 5½ lbs.	0 48
Walnut Bars, 8½s, boxes 7 lbs.	0 64
Pay Roll, thick bars, 8½s, 6 lb. boxes	0 66
Pay Roll, thin bars, 8½s, 5 lb. boxes	0 68
Pay Roll, plug, 8½s, 12 and 7 lb. caddies	0 68
Shamrock, plug, 7½s, ½ butts, 12 lbs., boxes 6 lbs.	0 57
Empire, 7s and 14s, caddies 15 lbs., ¼ caddies, 6 lbs.	0 56
Great West, pouches, 9s	0 72
Forest and Stream, tins, 11s, 2 lb. cartons	0 89

"Why, Mary! Is the Fruit Gone Already?"

"Yes, John, but don't worry, I've just ordered some of McLaren's Jelly Powders. They are so delicious and tasty you will be glad the fruit is all gone."

This typical conversation of this season of the year means business for you. Help it along by suggesting

McLaren's Invincible Jelly Powder

A natty counter trim with one of our new display cards will boost your sales. **Try it.**

McLARENS LIMITED
Hamilton and Winnipeg

Are You Interested?

In Buying a Business,
In Selling a Business,
In Engaging a Clerk,
In Securing a Position,
In Securing a Partner,
In Disposing of Second-hand Fixtures,

Then you should use
Canadian Grocer's Classified Ad. Columns.

It should find for you among the progressive Grocers of Canada at least one individual who is on the lookout for just such a proposition that you have to offer.

CANADIAN GROCER reaches the retailer, the wholesaler, the manufacturer, the clerk and the traveller, just the men to whom you wish to sell or from whom you would buy.

No Other Paper Reaches
All These Men.

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(payable in advance)

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1c per word, subsequent insertions.
5c extra per insertion when replies are to be addressed c|o Canadian Grocer.

Canadian Grocer
143-153 University Ave., Toronto

Daily arrivals of
fine, fresh, frozen

Lake Trout and Herring

also Pickled Herring. Just the thing for deliciously appetizing and economical meals. Big margin for the dealer.

¶ Only few hundred barrels Georgian Bay Apples left. Rush your order through —NOW.

Lemon Bros.
Owen Sound, Ont.

Just Order

"St. Nicholas"

They're the Best

Lemons

J. J. McCABE
Agent
Toronto

Buyers' Guide

TANGLEFOOT

The Non-Poisonous Fly Destroyer

Destroys Billions of Flies every year—vastly more than all other means combined. Absolutely Sanitary.

SEEDS

RENNIE'S ALWAYS GROW---
THE FINEST IN THE LAND.

Catalogue FREE. **Sold by best dealers.**

WM. RENNIE CO. LIMITED
ADELAIDE and JARVIS STS., TORONTO, ONT.
Also at Montreal, Winnipeg, Vancouver.

Every Merchant who handles—

Mathieu's Nervine Powders

MATHIEU'S
NERVINE POWDERS
For Headache and Neuralgia
Contain no Opium, Morphine or Chloral.
One powder will relieve and a few powders will cure you,
If you have a bad headache,
If you are feverish,
If you do not sleep well,
If you are nervous,
If you have LaGrippe,
If you suffer from neuralgia.
These powders are very good for children cutting their teeth.
18 Powders for 25 cents
DIRECTIONS

knows that they sell themselves. So effective are they in all cases of headaches that when once tried they are immediately recommended. Every merchant can with perfect safety recommend Mathieu's Nervine Powders as a perfectly safe and harmless remedy in all cases of headaches. Any merchant may try Mathieu's Nervine Powders at our expense, as per coupon attached. *Mathieu's Syrup of Tar and Cod Liver Oil is a specific in all forms of colds.*

The J. L. MATHIEU CO.
Proprietors
Sherbrooke, P.Q.

Please send regular box of Mathieu's Nervine Powders to the following address:—
Name .....
With (Name of firm) .....
Street .....
City or town .....Prov.....

TWO CENTS PER WORD

You can talk across the continent for two cents per word with a WANT ad. in this paper.

The W. T. Ott Co., Inc.
Toronto
Clicquot Club Beverages
Priscilla Prepared Flours
Bass Islands Grape Juice
Snow-Mellow 55-J

Write us for New Price List of
WINDSOR SALT
TORONTO SALT WORKS
TORONTO, ONT. GEO. J. CLIFF, Manager

The Best for all forms of Coughs, Asthma, Bronchitis, and all ailments of Respiratory Organs.
MERITOL SYRUP
FOR AGENCY, WRITE
THE MERITOL CHEMICAL CO.
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STORAGE IN OTTAWA
BOND AND FREE
Direct Railway connection. Car distributing. Write for rates.
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Phone R54. 46 to 56 Nicholas St., Ottawa.

EGG FILLERS
Our capacity is three times the total Filler requirements of Canada.
PROMPT DELIVERIES
by us are therefore certain.
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SUCHARD'S COCOA
The Highest Quality
Most Reasonably Priced
"Quality" Cocoa
On Sale Anywhere.
FRANK L. BENEDICT & CO.
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We are buyers of evaporated and farmers' dried apples. Prices and tags on application.
O. E. Robinson & Co.
Ingersoll Ontario

WRITE TO
10 Garfield Chambers, Belfast, Ireland, for Sample Copy of the
Irish Grocer, Drug, Provision and General Trades' Journal
If you are interested in Irish trade.

CLASSIFIED ADVERTISING

Advertisements under this heading, 2c per word for first insertion, 1c for each subsequent insertion.

Where replies come to our care to be forwarded, five cents must be added to cost to cover postage, etc.

Contractions count as one word, but five figures (as $1,000) are allowed as one word.

Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

FOR SALE

FOR SALE — AT NELSON, B.C. SMALL grocery business in good position. 45% cash business, balance monthly accounts. For terms and particulars apply W. R. Allen, P.O. Box 1140, Nelson, B.C.

FOR SALE — SECOND-HAND McCASKEY Register, in perfect condition. Having placed my business on cash basis I have no use for same. My highest recommendation goes with it. Box 82, Canadian Grocer, Toronto

CHOICE DAIRY BUTTER—WOULD DEAL direct with retail grocers. J. B. Fletcher, R. R. No. 3, Lucknow, Ont.

WANTED

WANTED TO HEAR FROM OWNER OF good general merchandise or grocery store for sale. Send price and particulars. D. F. Bush, Minneapolis, Minn.

JAM BOILER WANTED—MUST BE SOBER and able to take charge of boiling room, with good knowledge of jams, jellies, marmalades and preserved fruits, also how to put down pulps of all kinds. Reply in confidence, stating age, experience and wages required. Box 81, Canadian Grocer, Toronto.

WANTED—ENERGETIC MAN TO SECURE subscriptions and renewals to MacLean's Magazine and The Farmer's Magazine. Good income guaranteed to capable person. Apply by letter, stating qualifications, to The MacLean Publishing Company, Limited, 143-153 University Ave., Toronto, Canada.

WANTED—WHAT ARE YOU WANTING? A clerk, a business, a salesman, a partner? An outlay at the rate of two cents a word will make your wants known throughout the Dominion to just the men who can satisfy you. See our rates above and send along your ad. to-day.

WANTED—SITUATION BY EXPERIENCED grocery clerk; first or take charge. Dis when suited. Apply D. M., 114 Smith St., Winnipeg.

WANTED—BY EXPERIENCED MANAGER, position as buyer or partnership in progressive business. Successful record. Qualified accountant. Box 79, Canadian Grocer, Toronto.

WANTED—MANAGER FOR ESTABLISHED Wholesale Grocery Company in British Columbia. Right man will be sold an interest. Write Box 78, Canadian Grocer, Toronto.

WANTED—EXPERIENCED RETAIL GROCER Manager, familiar with financial and office duties. Write Box 77, Canadian Grocer, Toronto.

ESTABLISHED PACKING HOUSE HAS ATtractive proposition for travelers calling on right class of trade in following territories: Ground bordered by C.P.R., Toronto to Owen Sound, and the old Grand Trunk, Toronto to Sarnia; on ground north from Orillia and Midland to the Soo; on ground from Belleville and Peterboro to Ottawa and Montreal. Write Box A B C, Canadian Grocer.

MISCELLANEOUS

EVERY MERCHANT WHO SEEKS MAXImum efficiency should ask himself whether a Gipe-Hazard Cash Carrier, as a time and labor saver, is not worth more than the high-priced labor which it liberates. Are you willing to learn more about our carriers? If so, send for our new catalogue J. Gipe-Hazard Store Service Co., Limited, 97 Ontario St., Toronto.

BUCKWHEAT FLOUR GUARANTEED pure and unsurpassed by any mill in the province. T. H. Squire, Queensboro, Ont., solicits your orders.

GOOD STENOGRAPHERS ARE WHAT every employer wants. The place to get good stenographers is at the Remington Employment Department. No charge for the service. Remington Typewriter Co., Ltd., 144 Bay St., Toronto.

A SEED DEPARTMENT

will add to your profits

Kelway Langport England

grow and sell

SEEDS OF ALL KINDS

for Traders

Write to the actual wholesale growers for rock-bottom prices and illustrated catalogue.

Buy well ahead to secure LOWEST PRICES.

WRITE TO-DAY

Maple Sugar Season Now On

Write us. We handle only guaranteed pure stock.

Woodman & McKee, Coaticook, Que.

Coffee, Its History, Classification and Description

By Joseph M. Walsh

This is the most exhaustive, interesting and instructive book ever published on Coffee. It is attractively written and richly illustrated, and should be read by all who deal in or use Coffee. The contents include,

Cultivation and Preparation.
Commercial Classification and Description.
Adulteration and Detection.
Art of Blending, Preparing, etc.

This work, written by one of the greatest authorities in the world upon the subjects of Tea and Coffee, will be mailed to you postpaid on receipt of

$2.00

IT WILL PAY YOU TO SEND AT ONCE.

MacLean Publishing Co.

Technical Book Department

143-153 University Avenue, Toronto

A want ad. in this paper will bring replies from all parts of Canada.

MR. UP-TO-DATE

you should always carry a stock of

MAPLEINE

The last word in flavors.

Order from

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Mason & Hickey

287 Stanley St., Winnipeg, Man.

CRESCENT MFG. CO.

SEATTLE, WASH.

OAKEY'S KNIFE WELLINGTON POLISH

JOHN OAKEY & SONS, LIMITED, LONDON . ENGLAND.

AGENTS:

Geo. B Jenkinson, 43 Queen St. East, Toronto, and J. E. Huxley & Co., 220 McDermed St., Winnipeg

Start With His Promissory Note

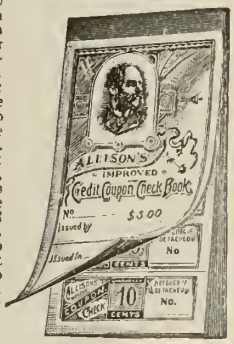
When you let a man "run an account" he has your goods and YOU HAVE NOTHING, except YOUR account of his indebtedness. When you use

ALLISON COUPON BOOKS

you START with his PROMISSORY NOTE, and HE starts with the understanding that you mean business. ALLISON COUPON BOOKS save thousands of dollars a year for merchants like you.

HOW THEY WORK:

A man wants credit. You think he is good. Give him a $10.00 Allison Coupon Book. Have him sign the receipt, or note form, in the front of the book, which you tear out and keep. Charge him with $10.00—no trouble. When he buys a dime's worth, tear off a ten cent coupon, and so on, until the book is used up. Then he pays the $10.00 and gets another book. No pass books, no charging, no lost time, no errors, no disputes. Allison Coupon Books are recognized everywhere as the best.



For sale by the jobbing trade everywhere.

Manufactured by

ALLISON COUPON COMPANY

Indianapolis, Indiana, U.S.A.

GOOD NEWS FOR CANADA

McVITIE & PRICE, Limited

Biscuit Manufacturers

EDINBURGH (Scotland) and LONDON (England)

have now a complete chain of Agents from the Atlantic seaboard to the Pacific Coast, who carry fresh stocks of their high-grade Biscuits.

Write to any of these Agents for samples and terms and you will receive prompt attention:

Nova Scotia.	C. E. Choat & Co., Halifax, N.S.
Quebec and Ontario.	C. H. Cole, 501 Read Buildings, Montreal.
	C. H. Cole, 33 Front East, Toronto.
Manitoba and Saskatchewan.	Richards & Brown, Ltd., James St., Winnipeg.
Alberta.	Campbell, Wilson & Horne, Ltd., Calgary.
	Campbell, Wilson & Horne, Ltd., Lethbridge.
	Campbell, Wilson & Horne, Ltd., Edmonton.
British Columbia and Yukon.	Kelly, Douglas & Co., Ltd., Vancouver.
	Kelly, Douglas & Co., Ltd., Victoria.
	Kelly, Douglas & Co., Ltd., New Westminster.
	Kelly, Douglas & Co., Ltd., Prince Rupert.

GENERAL CANADIAN REPRESENTATIVE:

Mr. Sydney Owthwaite, 501 Read Bldgs., Montreal

Buy Now!

Made in Canada

PERFECTION

Cheese Cutter is the best, because it is the simplest in construction, has but few parts, and those NOT delicate parts.

It is the simplest to set for use and to operate.

It is BETTER MADE.

Notice the five-ply birch board, the heavy double-edge steel knife, the glass shield, the graceful appearance.

Finished in scale blue enamel.

Order through jobber, agent, or direct.

AMERICAN COMPUTING CO. OF CANADA
HAMILTON, ONT.

It's the Quality in the Taste that Turns the First Sale of "Queen Quality" Pickles and Catsups into Regular Business——

The Queen Quality taste is a good one to get going in your town, for its effect is magic.

One woman tells her friend, the friend spreads the news in her circle—an endless chain results — sales grow.

Start the endless chain from a good window or counter display to-day — use 10 and 20 ounce bottles of Queen Quality Pickles and Catsup or any of the several Queen Quality lines. Ask about our bonded spirit and cider vinegar.

Write for quotations.

Taylor & Pringle Co., Owen Sound, Ont.

COIN PURSES

(Our new penny piece)

NIGHT STICKS
WHISTLES
FLEXIBLE STICKS
CIGARETTES

and a full line of attractive and quick-selling Licorice Specialties.

Order from your Wholesaler

Everything in Licorice for Grocer, Druggist and Confectioner

MADE IN CANADA

National Licorice Company
MONTREAL

Century SALT

is pure, clean salt.

To build a business honestly you must sell purity in food products. Century Salt, from one year end to the other, is exactly the same, always pure white crystals, refined with the greatest care. Excellent for table, cooking or dairy—you can satisfy every customer with Century Salt.

The DOMINION SALT CO., Limited
SARNIA, ONT.

Cleave's

CELEBRATED
DEVONSHIRE CREAM
Chocolate

A high-grade and up-to-date article, showing an excellent profit and giving increasing satisfaction.

THE CHOCOLATE THE PEOPLE WANT.

Also other new and attractive 5 cent lines.

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TORONTO Mason's Ltd., 25 Melinda St.
WINNIPEG—Hamblin & Brereton, Ltd., 149 Notre Dame Ave. E.
VANCOUVER—Hamblin & Brereton, Ltd., 842 Cambie St.

JOHN CLEAVE & SON, LIMITED
CREDITON, DEVON, ENGLAND

Do You Want More Money?

OF course you do and are willing to make use of your spare hours in a way that will net you the biggest returns. Many others like yourself have had the same desire to turn their spare time into money and profitable experience. They are now making from $5 to $20 a week, according to the time given.

IF YOU ARE NOT AFRAID OF WORK you can make $5 a week, giving 3 hours a week to taking subscriptions to

MACLEAN'S MAGAZINE

We supply you with all you need to take subscriptions except the determination. We allow a definite, liberal commission on both new and renewal subscriptions.

THE coming months are the most pleasant in the year for the work. If you write at once we can appoint you as our local representative.

MACLEAN PUBLISHING CO., Ltd.
143-153 University Avenue, TORONTO

There is Always a Demand

for good furniture and floor polish. These are staple articles. Just now the housewife recognizes

IOCO LIQUID GLOSS

as the most satisfactory.

IOCO sells because it does more than merely polish furniture and floors. It lays the dust and keeps the varnish from cracking. It is also used extensively on motor cars.

Use our advertising to increase your sales. For prices, write

THE IMPERIAL OIL COMPANY, LIMITED

TORONTO ST. JOHN WINNIPEG SASKATOON
MONTREAL HALIFAX REGINA CALGARY
EDMONTON VANCOUVER

Made in Canada

TEA

Wholesale Buyers Take Notice!

We are offering special values in

CHINA YOUNG HYSONS

AND

CHINA GUNPOWDERS

and no live buyers of these Teas can afford to purchase without first seeing our samples.

WRITE US

Also for samples of any other kind of Tea you are open for, we have a large and varied stock and are free sellers.

John Duncan & Co.

Established 1866 MONTREAL

Clean Out Sale

We have on hand in former show rooms at No. 10 Elm St., the following samples:

10′	Fruit and Vegetable Counter, like cut, with 2 rows of 6 bins to a side	$75.00
5′	Grocery Counter, 2 bbl. bins	35.00
6′	Counter, with shelves	25.00
	Sanitary flat top office desk	15.00

All are in solid oak, golden finish, and to avoid expense of crating and freight, we will offer for immediate sale, as they are at 1-3 off our regular price, as stated. Terms, 2% 10 days, or net 60 on contracts. All or any article will be sold to first satisfactory purchaser.

The Walker Bin & Store Fixture Co., Limited

BERLIN, ONT.

We are open to receive applications for sale of fixtures in Toronto from active, experienced parties.

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For one week only and subject if unsold.

700 c/s Chum Salmon

CAVALIER Brand

$3.25 c/s of 48 1-lb. tins

400 c/s White Spring Salmon

STAR Brand

$3.80 c/s of 48 1-lb. tins

In lots of not less than five cases.

As these prices are away below market value, you should place your order now.

CRYSTAL SUGAR

Two carloads extra bright crystal sugar at very attractive prices.

Write or 'Phone for Quotations.

ROCK-BOTTOM PRICES.

COURTEOUS SERVICE.

PROMPT DELIVERY.

Laporte, Martin, Limitée

568 St. Paul St., Montreal

Readers Of The Grocer, Let Us Know Your Wants

You have noticed our Letter Box service. Every week we hear from dealers who desire names and addresses of firms manufacturing some particular article.

This service may be beneficial to you. If you are in the market for any article you do not know where to get, our services will be cheerfully given.

The Canadian Grocer is in position to secure information on new lines in the grocery trade, and of novelties occasionally asked for in the grocery store.

Don't hesitate to write us. As a subscriber of The Grocer you are entitled to this service.

The Canadian Grocer

Montreal Toronto Winnipeg Vancouver

Tuckett's

T and B Myrtle Cut

For 50 years T and B Myrtle Cut has been the true friend of the veteran smoker—the man who delights in the smooth, cool, sweet flavor of the well-aged, sun-cured Virginia leaf. Win the trade of the head of the house by stocking his favorite blend, one of the Tuckett three—"Myrtle Cut," "Orinoco" or "Our Seal"—a tobacco for all stages of smokers.

Order from your wholesaler.

Tin Cans

Plain or Decorated

Fibre Cans

All Fibre or with Metal Ends

Two Completely Equipped
Factories Well Located to
Serve the Canadian Trade

AMERICAN CAN COMPANY

MONTREAL ∴ HAMILTON

A BUSINESS BUILT UPON "SERVICE"

You can buy "groceries" from a great many sources, but "grocery service" from comparatively few

Our complete organization, large and complete stocks, labor-saving equipment and knowledge gained from thirty years' grocery merchandising are ever at the disposal of our patrons.

WE SPECIALIZE IN MERCHANDISE OF "MERIT," controlling the following lines:

GOLD STANDARD PURE FOOD PRODUCTS—

Coffee, Baking Powder, Spices, Flavoring Extracts, Jelly Powders, etc.

H. J. HEINZ (57 Varieties) Pickles and Condiments.

SUNKIST CALIFORNIA CANNED GOODS AND DRIED FRUITS—

(Quality supreme from the land of "Sunshine.")

GOLD STANDARD DOMESTIC CANNED GOODS—

(The best that Canada grows):

Tomatoes, Corn, Peas, Beans, Strawberries, Cherries, Raspberries, Peaches, etc.

SOME DISTINCT FEATURES OF OUR SERVICE:

The operation of our own factory, enabling us to supply Gold Standard Food Products and **"FRESH ROASTED COFFEES"** of **MAXIMUM QUALITY** at a **MINIMUM OF PRICE.**

OUR PRODUCE DEPARTMENT, handling our patrons' farm produce (without commission) on a mutually advantageous basis.

THREE BRANCH WAREHOUSES, carrying duplicates of our Winnipeg stock.

ORDERS SHIPPED THE SAME DAY RECEIVED.

FAIR DEALING, HONEST TREATMENT, OUR REPUTATION BEHIND EVERY TRANSACTION.

A postal will bring a more detailed account of our service to you.

THE CODVILLE COMPANY, LIMITED

WINNIPEG, MANITOBA

SASKATOON, Sask. **MOOSE JAW, Sask.** **BRANDON, Man.**

CANADIAN GROCER

Only Weekly Grocery Paper Published in Canada

THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. XXX PUBLICATION OFFICE: TORONTO, APRIL 9, 1915 No. 15

These are the

Lantic Packages

that thousands of Housewives are asking for

They have seen our big four-column advertisements—they have been impressed with our striking 24-sheet Posters—and they have been converted to the new sugar—made in the most up-to-date refinery in the world.

Stock all packages—all bags—of "Lantic Sugar" and share in the new business that we are creating for you.

ST. JOHN **Atlantic Sugar Refineries, Limited** MONTREAL

LE CALICE

finds a response in every household

People prefer Le Calice most of all because it is made only from the purest of Eastern Oils, being antiseptic, soothing and healing to the skin. Women find it quite as successful for cleansing frail and delicate fabrics as it is in making the toilet and bath a new pleasure and delight.

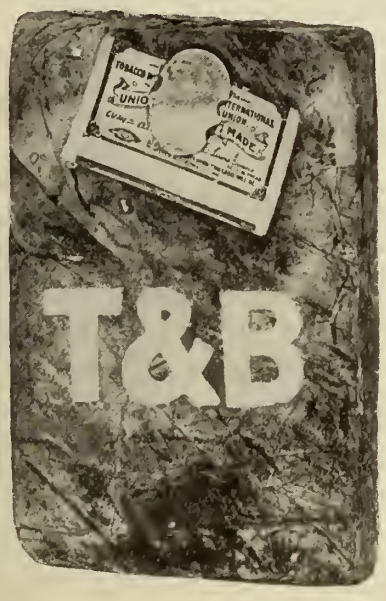
Le Calice costs no more than poorer soaps, but there is a big difference in the profits it can bring to your store. For Le Calice sales are always followed by more and larger sales.

It's up to you to feature Le Calice NOW. Get your wholesaler to stock you up right away.

Arthur P. Tippet & Co.

Agents :-: :-: Montreal

Compare the T & B ten cent plug with any other—and you'll decide it's the best buy



The tobacco in "T & B" plug smoking is the finest Virginia leaf carefully selected and expertly cured. "T & B" plug will win permanent customers for you. It will give you more profit and enable you to give better value for your customer's money. Stock "T & B." Order a caddy to-day.

YOUR WHOLESALER HAS IT

TUCKETT LIMITED

HAMILTON, ONT.

"The Proof of the Pudding—"

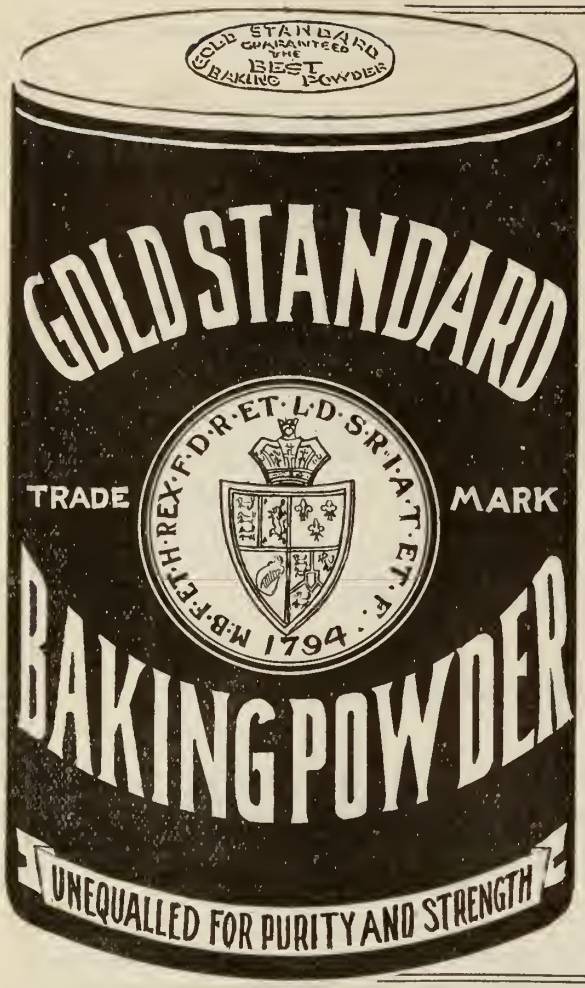
the pie, the cake, is in the eating. It is then that the flavorings that you sell are put under the "acid" test. And a mighty severe test it is, too.

If you are handling our extracts we feel confident that you are pleasing your customers. But if you are not, we believe you could do so with benefit to yourself.

Shirriff's True Vanilla

is made from the finest Mexican Vanilla beans and our extracting process is continued for a whole year in order to get the full strength and flavor from the beans. Just think! Shirriff's True Vanilla is made 50 per cent. stronger than the Government standard requires according to the Pure Food Act. Every bottle is guaranteed.

Imperial Extract Co., Toronto



If you are a GROCER, you sell Baking Powder

IF YOU ARE A *GOOD GROCER,* YOU SELL THE BEST BAKING POWDER MONEY CAN BUY.

IF YOU ARE A *WISE GROCER,* YOU SELL YOUR BAKING POWDER AT A PROFIT.

IF YOU DROP US A POSTAL, WE WILL OUTLINE OUR CO-OPERATIVE PLAN, SHOWING YOU HOW TO SELL *THE BEST* BAKING POWDER AT A POPULAR, PROFITABLE PRICE WITHOUT FEAR OF YOUR PRICE-CUTTING COMPETITOR.

The CODVILLE CO., Limited

WINNIPEG, MAN.

Don't Buy "An Electric Coffee Mill"

Buy a COLES GUARANTEED ELECTRIC MILL

There's a tremendous difference — as great as there is between an unsigned check and a signed one.

When the name COLES is on your mill you're certain it's "right."

Have you a copy of Catalogue 913C?

26 models of electric machines. Makers of Hand Coffee Mills for twenty-five years.

COLES MANUFACTURING CO.

1615 North 23rd St. **PHILA., PA.**

Agents: Chase & Sanborn, Montreal; The Codville Co., Winnipeg; Todhunter, Mitchell & Co., Toronto; James Turner & Co., Hamilton, Ontario; Kelly, Douglas & Co., Vancouver, B.C.; L. T. Mewburn & Co., Calgary, Alta.

GROCERS:

Here's a Trade Winner

that has brought customers back for "more of the same" to those grocers who have stocked it.

Is a trade stimulator of the highest order.

Women who have used it will take no substitute, because it replaces the smelly odor of hot suds with an odor that is pleasing, clean and wholesome, and it does not injure the hands. A big 8-ounce package for 5 cents.

Your jobber should have it—if not, write direct for prices.

OCEAN MILLS

MONTREAL -:- CANADA

—the thirst-quenching summer beverage

As the days lengthen out and the sun begins to warm things up, the thirst-quenchers come to the fore. You should stock up now and be ready for the demand.

E.D.S. GRAPE JUICE

made from Canada's finest Concord grapes, grown around Winona, the acknowledged greatest of all grape-producing sections in Canada. In fact Winona ships 5 carloads of Concord Grapes to 1 from any other section on positive orders from customers who know of their greater richness and higher flavor. **E.D.S. Grape Juice**, like all E.D.S. products, is absolutely pure and of a very superior, full-flavor quality—the grapes are picked and pressed the same day, leaving no intermission in which they can become stale or musty.

Order your summer's supply of E.D.S. Grape Juice now.

E. D. Smith & Son, Limited
WINONA, ONT.

Agents:

NEWTON A. HILL
Toronto

MASON & HICKEY
Winnipeg

A. P. ARMSTRONG
Sydney, N.S.

W. H. DUNN
Montreal

R. B. COLWELL
Halifax, N.S.

E D S

BORDEN MILK Co. LIMITED
EAGLE BRAND
Trade Mark of BORDEN MILK COMPANY LIMITED
GAIL BORDEN
EAGLE BRAND
By which their PRESERVED MILK will hereafter be designated and for additional protection against imposition each Label will bear the signature.
Gail Borden
BORDEN MILK COMPANY LIMITED
MONTREAL, CANADA.

Unquestioned Purity —that's *Borden's*

made certain by a system superb. A system whereby the milk from the cow to the can is under the strictest surveillance by experts. The most improved methods of sterilizing and clarifying are employed—yet in no way interfering with the natural flavor.

Your efforts are always rewarded with most satisfying returns when you push and recommend milk of such high quality as Borden's. Make up an attractive window *to-day*.

Borden Milk Co., Ltd.
"Leaders of Quality"
MONTREAL

Branch Office:
No. 2 Arcade Bldg.
Vancouver, B.C.

All Canada is Aglow with the Made-in-Canada Fever

How is it Affecting You?

This idea is gathering momentum daily and the grocer who makes the best of it is the one who will win out with a full cash drawer and a growing business.

The five Made-in-Canada lines here shown represent the leaders in their respective fields—Condensed Milk and Coffee. Their value as sales-producers and repeat business-getters is thoroughly established in the trade. Don't be content to stock them, but get them in the limelight by displaying and pushing them as Canada's original products.

We deliver 5-case lots to any point in Ontario, Quebec and Maritime Provinces, prepaying freight up to 50c per 100 lbs.

Note these prices:

St. George Brand Coffee, 2 doz. in case	$4.80
St. George Evaporated Milk, 4 doz. in case	3.60
Banner Condensed Milk, 4 doz. in case	5.25
Princess Condensed Milk, 4 doz. in case	4.50
Premier Skimmed, 4 doz. in case	[illegible]

ORDER NOW.

The Malcolm Condensing Co., Limited, St. George, Ont.

GOLD DUST

Four words tell the story of "GOLD DUST": it "SELLS, Satisfies, Keeps Selling" because of the combination of wide usefulness and extensive, persistent advertising. Just be sure to keep it where your customers can SEE it.

That's enough!

THE N.K. FAIRBANK COMPANY
LIMITED

Nothing has "caught on" with the average housewife quite as quickly, as thoroughly, as firmly, as

SIMCOE BRAND Summer Vegetables

You see, folk really DO prefer the crisp tenderness and summertime flavor that only "SIMCOE" Summer Vegetables can give.

Will a couple of cases do for first order? Tell your wholesaler to-day.

More 'CAMP' users every month!

"CAMP" Coffee gives your customers more lasting satisfaction than any other coffee essence—Why? Because 'Camp' is the purest, richest, strongest and best.

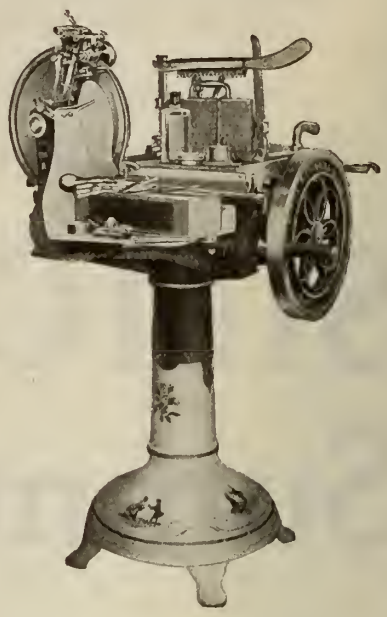
'CAMP' COFFEE

Once your customers TRY 'Camp' they'll BUY 'CAMP'—always!

Look after your Stock!

R. Paterson & Sons,
Coffee Specialists, Glasgow

VAN BERKEL SLICING MACHINE



Will about pay for itself in the saving of waste which other machines make.

Send for illustrated catalogue giving full particulars.

The W. A. Freeman Company, Ltd.
HAMILTON, CANADA

ANCHOR BRAND FLOUR

GOOD FLOUR

versus

Indifferent kinds

MAKES GOOD BREAD

Choose the best, invest in the best, sell no other kind but the best, and you are sure that your flour sales will improve every day to eventually control the trade in your district, because no discriminative buyer will bother with the inferior, no matter how much cheaper he can obtain it, even at his very door.

Anchor Brand Flour is not an experiment, nor the results of a day—nearly 20 years' experience in Manitoba Hard Wheat products were necessary to attain the high standard that to-day is admittedly the supreme "par excellence." Try it.

Leitch Brothers' Flour Mills
LIMITED
Oak Lake, Manitoba

Get these four Rock City Lines—NOW

They're quick winners everywhere and **sure** repeaters. You need them in your store.

MASTER MASON
Smoking

ROSE QUESNEL
Smoking

KING GEORGE NAVY
Chewing Plug

MAPLE SUGAR
Chewing Plug

Stock up to-day.

Rock City Tobacco Co.
LIMITED
QUEBEC WINNIPEG

OCEAN BLUE SELLS!

Order from your Wholesaler

HARGREAVES (CANADA,) LIMITED,
33, Front Street, E. TORONTO.

Western Agents: For Manitoba, Saskatchewan & Alberta: Nicholson & Bain, Winnipeg, Regina, Saskatoon, Calgary and Edmonton. For British Columbia & Yukon: Donkin, Creeden & Avery, 117, Arcade Buildings, Vancouver, B.C.

"SOVEREIGN" SALMON

FINEST BRITISH COLUMBIA OCKEYE

QUALITY IS OUR FIRST CONSIDERATION

PACKED BY
THE ANGLO BRITISH COLUMBIA PACKING CO. LIMITED
VANCOUVER, B.C.

Takes the cake but does not cake—

If you would smooth out the knotty salt problem of the dinner tables of your community sell your customers a package of

SIFTO Table Salt

—the scientifically prepared, free-running table salt put up in handsome, germ-proof and damp-proof packages. It's the very last word in quality table sale.

SEND TRIAL ORDER TO-DAY

The Dominion Salt Co., Limited
Sarnia, Ontario

Continental Quality

has never been questioned.
If you have satisfied yourself that

Continental Grocery Bags

have no superior in any feature, consider the prices which are no higher than are usually asked for bags of inferior quality and make.

Samples on request.

The Continental Bag & Paper Co., Limited

Manufacturers **OTTAWA**

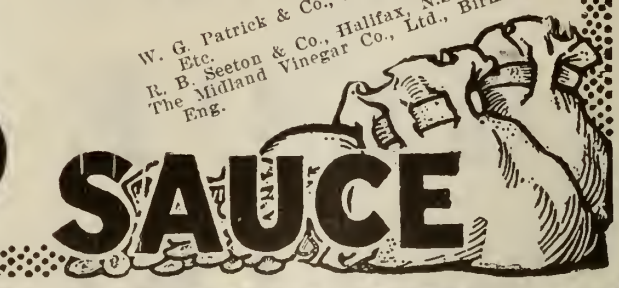
Branches: Montreal and Toronto
Agencies throughout Canada

Try a bottle of H.P. SAUCE on your own table

You will see why it's selling so freely—there's a "want more" fascination about H.P. that is crowding the grocer's store all over the world; besides it shows a good profit.

Wouldn't it be worth your while to stock

W. G. Patrick & Co., Ltd., Toronto, Montreal, Etc.
R. B. Seeton & Co., Halifax, N.S.
The Midland Vinegar Co., Ltd., Birmingham, Eng.



H.P. SAUCE

Fine Quality, Different Flavor, Moderate Price—that's "BORDO" Chocolates

The sweet tooth is a harmless habit that is not easily overcome, even in the face of rigid economies. Your patrons may economize in the candy eating by buying lower-priced confections, but there are very few who will cut them out altogether.

"**Bordo**" Chocolates with their fine quality and distinctly different flavor please the people and satisfy their demands at a very moderate price. "**Bordo**" Chocolates pay you a 60% profit.

Taste and be convinced. **Liberal Free Sample sent on request.**

Packed in 10c packages, ½-lb. boxes, 5-lb. boxes.

The Chocolate that pleases and pays

The Montreal Biscuit Company
The Originators MONTREAL

Winning the Buyer's Favor

The best possible buyer is not made an actual buyer at a single step.

It is one thing to win the buyer's favor for an article and another to make adjustments incident to closing the sale. Winning the buyer's favor is the work of trade paper advertising.

Under ordinary conditions it should not be expected to do more.

CLARK'S

Tomato Ketchup

is MADE IN CANADA
FROM CANADIAN PRODUCTS
BY A CANADIAN FIRM.

But, Mr. Grocer, we are not content to ask you to buy and sell our products solely for those reasons.

CLARK'S Tomato Ketchup

has no superior in quality, either MADE IN CANADA or MADE OUT OF CANADA, and we do not ask exorbitant prices on account of "quality" or "patriotic sentiment."

OUR GOODS ARE HIGH CLASS.
OUR PRICES ARE REASONABLE.
OUR REPUTATION IS YOUR GUARANTEE.

That is why we say to you

BUY CLARK'S

W. CLARK Clark's LIMITED

Montreal

Tartan BRAND
THE SIGN OF PURITY

HOUSE CLEANING

EVERYBODY'S DOING IT

Check over your stock and send us your order. We'll ship quick and you'll be prepared for the demand. Brooms, Brushes, Soaps, Ammonia, Scouring and Washing Powders, Mops and Cloths, Clothes Pins, Clothes Lines, Washboards, Pails and Tubs, Polish, etc., etc.

BALFOUR, SMYE & CO., Wholesale Grocers **HAMILTON**

'Phones, 3595, 3596, 3597, 3598, 4656; Night 'Phone, 1807.

Bee Brand Products

help the housewife cut the high cost of living—and with more satisfactory results. And, incidentally, Bee Brand Jellies, Starch and Borax get you in for an extensive array of sales that a more expensive line couldn't touch. Stock Bee Brand to-day.

FORBES & NADEAU, Montreal, Que.

Say You Saw It
in
Canadian Grocer

Sanitary Cans

"The Can of Quality"

Baked Beans,
Soups,
Meats and Milk.

Sanitary Can Company
LIMITED
NIAGARA FALLS, ONTARIO

St. Lawrence Granulated

The Canadian Standard of Quality.

100 Per Cent. Pure Cane Sugar.

Have No Hesitation

in recommending to your best customer

'Bluenose' Butter

It always opens up in excellent shape, and its quality and flavor are remarkably fine. Taste "Bluenose" yourself! Then you'll feel more enthusiastic about recommending it.

SOLE PACKERS.

SMITH & PROCTOR - HALIFAX, N.S.

SMITH AND PROCTOR

SOLE PACKERS

Halifax - N.S.

LARGEST MAKERS IN THE WORLD

Tin Foil—all descriptions
Tea Lead—all gauges and sizes
Metal Bottle Capsules—any size, color or stamping
Collapsible Tubes—plain or colored

ALL BRITISH MADE

Send specification of your needs or samples of what you now use — stating qualities — We will give you BEST QUALITY — BEST DELIVERY — BEST PRICES

BETTS & COMPANY, LIMITED

Chief Office:—1 Wharf Road LONDON N., ENGLAND

Manufacturers' Agents and Brokers' Directory

The Canadian market is over three thousand miles long and extends from the peach belt to the Arctic Ocean. Manufacturers and merchants can not hope to cover this market satisfactorily or get the best out of their Canadian opportunities without the assistance of local agents. The following firms in all parts of Canada are prepared to act as agents for good lines. The service department of the Canadian Grocer is at the disposal of firms wanting agents or of agents wanting agencies.

ONTARIO.

W. G. A. LAMBE & CO.
TORONTO
Established 1885
SUGARS FRUITS

W. H. Millman & Sons
Wholesale Grocery Brokers
Toronto Ont.

Headquarters for Evaporated Apples and Canned Tomatoes.

The Harry Horne Co.
GROCERY BROKERS
Manufacturers' Agents and Importers
309-11 King W., Toronto, Can.
We can place your goods on the market successfully.
(*Correspond with us.*)

W. G. PATRICK & CO.
Limited
Manufacturers' Agents and Importers
51-53 Wellington St. W., Toronto

HENRI DE LEEUW
28 Front Street E. TORONTO
Importer—Foodstuffs—Exporter
I am a buyer for Beans, Peas, Seeds, Dried and Evaporated Apples, and pay cash. Send me samples and wire what you have to offer.

WESTERN PROVINCES.

GEORGE E. MEASAM
COMMISSION MERCHANT
Agencies for confectionery lines solicited. My representatives canvass the retail trade every six weeks in the Country and every two weeks in the City.
P. O. BOX 1721,
Edmonton, - - - - - Alberta.

H. P. PENNOCK & CO.,
Limited
Wholesale Grocery Brokers and Manufacturers' Agents.
WINNIPEG.
We solicit accounts of large and progressive manufacturers wanting live representatives.

W. H. Escott Co.,
LIMITED
Wholesale Grocery Brokers and Manufacturers' Agents
Commission Merchants
WINNIPEG REGINA
CALGARY EDMONTON

WATSON & TRUESDALE
Wholesale Commission Brokers and Manufacturers' Agents.
120 Lombard Street
WINNIPEG - MAN.
Domestic and Foreign Agencies Solicited.

FRANK H. WILEY
Manufacturers' Agent
Groceries and Heavy Chemicals
Enquiries solicited for shipment from Spot stock Winnipeg or for Import.
757-759 Henry Avenue, Winnipeg

RUTTAN, ALDERSON & LOUND
LIMITED
COMMISSION BROKERS
Representing Canadian and British Houses
Agencies Solicited.
WINNIPEG. - MAN.

BRITISH COLUMBIA.

The Campbell Brokerage Co.
Manufacturers' Agents and Commission Brokers.
We have our own warehouse and trackage. Shipments stored and distributed. Can give special attention to a few good agencies.
857 Beatty Street - Vancouver, B.C.

NEWFOUNDLAND.

T. A. MACNAB & CO.
ST. JOHN'S - NEWFOUNDLAND
MANUFACTURERS' AGENTS
and COMMISSION MERCHANTS
Importers and exporters. Prompt and careful attention to all business. Highest Canadian and foreign references. Cable address: "Macnab," St. John's. Codes: A, B, C, 5th edition and private.

W. J. McAULEY
Commission Broker
Flour, Feed, Grains, Potatoes.
We are open for a good agency in foodstuff line, calling on the retail trade.
522 Board of Trade Bldg., Montreal

The "GORGON"
A British DESTROYER

A clean, neat and effective **Fly Catcher.** Every fly is caught for good. Absolutely no leakage.
Send a Trial Order

Hodgson, Sumner & Co.
LIMITED
Montreal
Agents for Quebec, Ontario, New Brunswick, Nova Scotia, P.E. Island

YOU CAN TALK ACROSS THE CONTINENT FOR TWO CENTS PER WORD WITH WANT AD. IN THIS PAPER

When writing advertisers kindly mention having seen the ad. in this paper.

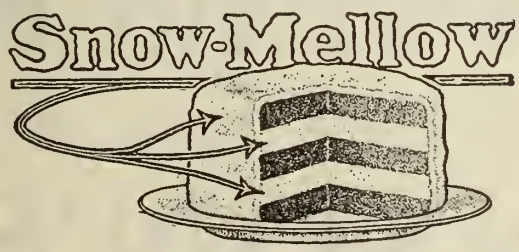
They Wonder How We Do It

One of the most common comments on Red Rose Tea by good judges of tea in the wholesale and tea brokers' offices is, "They do not know how we put such splendid quality in at the price."

It is the expert knowledge of combining qualities of different teas, especially those of the Assam district in Northern India, that maintains this splendid quality.

Satisfaction and Profit

Camp on the trail of every retailer who features



the new pure food product for making the most delicious icing, cake-filling and meringue.

Satisfaction because he strengthens his hold on the housewife's good-will and

Profit because "Snow-Mellow" sells on sight and leaves a generous profit margin.

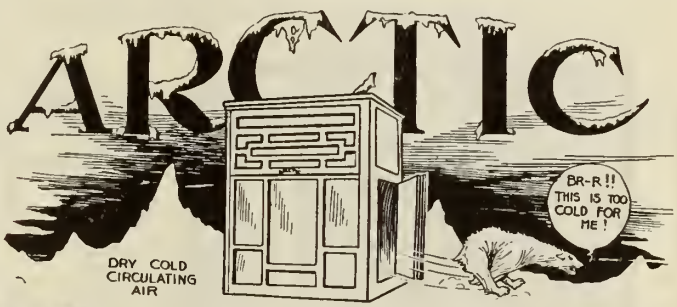
"Snow-Mellow" is easy to make. Just one tablespoonful of "Snow-Mellow," one cup of granulated sugar, and flavored to suit the taste, and she has the makings for a score of dainty desserts or rich, fluffy, tender icing and filling.

Ask your jobber for details.

The W. T. OTT CO., Inc.

32-34 Front St. West TORONTO
518 St. Catherine St. MONTREAL

89-M



That Chilling Cold

Yes, the dry-cold circulating air of the Arctic is indeed cold—not the moist, low temperature which encourages decay, but that dry preservative cold which will save hundreds of dollars for you in a year. It's the construction that makes the difference in favor of the **Arctic Refrigerator.** The air is kept dry by the circulation, and the smallest amount of ice is necessary to keep the temperature at a very low degree. This is our Style H Butchers' Refrigerator. We make a style for every requirement of butchers, grocers, provisioners, etc.

Write for catalogue.

John Hillock & Co., Limited

Makers of High-Grade Refrigerators and Fish Cases

TORONTO

BANNER BRAND
Jams and Jellies

Contain nothing but pure fruit and best of cane sugar. Such perfect Purity and full flavor mean maximum economy in use.

Put up in 2, 5 and 7-lb. gold-lacquered pails, also special Anchor Cap Tumbler, and 12-oz. glass jars.

Get in touch with your Wholesaler, and replenish your stock to-day.

LINDNERS LIMITED

306 Ross Ave., WINNIPEG — 340 Dufferin St., TORONTO

REPRESENTATIVES:

H. Whissell, 2928 Drolet St., Montreal; H. D. Marshall, Ottawa; W. L. McKenzie & Co., Edmonton and Regina; Jacksons, Limited, Calgary; H. E. Gross, Vancouver; R. S. McIndoe, Toronto.

W. T. BENSON & CO.'S
CANADA
PREPARED·CORN
FOR CULINARY PURPOSES
This most delicious of all preparations for BLANC MANGE, PUDDINGS, CUSTARDS, INFANTS' FOOD, &c., is universally acknowledged to be superior to any preparation of a similar kind from the United States or Great Britain; is
GUARANTEED PURE
and superior to any similar preparation ever offered to the public; has taken FIRST PRIZES at all CANADIAN EXHIBITIONS and received the
PRIZE MEDAL
AT THE
International Exhibition, London, 1862
AND AT THE
Centennial Exhibition, Philadelphia, 1876
MANUFACTURED AND REFINED BY
THE CANADA STARCH CO., LIMITED
EDWARDSBURG WORKS
CARDINAL, ONT.
OFFICE · MONTREAL, QUE.
CANADA

When people think of
CORN STARCH
naturally they think of
BENSON'S
Prepared Corn

For more than half a century, the favorite in Canadian homes.

The Quality Starch in
THE FAMOUS YELLOW PACKAGE

THERE ARE MANY REASONS

why "SALADA" is so popular with the consumer, but there are three salient reasons that the public has long recognized as inseparable from the "SALADA" name.

1. Inimitable flavor.
2. Freshness of leaf.
3. Cleanliness and freedom from dust.

We have often quoted you figures to prove the consumers' appreciation of this "Quality Foremost" policy, but have you considered how all this helps **your** business? Consider the time saved in handling a self-selling tea, the absence of complaints, the quick turnover, and the safety of our Perfect Guarantee to which there are no restrictions, then judge for yourself whether this is not one of the surest propositions in your store.

THE GUARANTEE

We will take back and pay the freight on any quantity of "SALADA" that you may wish to return at any time for any reason.

"SALADA"

TORONTO MONTREAL

LARD

Keep your eye on the Lard Market! You know what Butter is selling at now, and there is no doubt but that it will be higher. All provisions will be higher before the snow goes. Then why not Lard?

You cannot go astray in buying for your wants, and you can make no mistake in buying "Star" Brand when you do buy.

Put up in tierces, tubs, pails, 20 lb., 10 lb., 5 lb. and 3 lb. tins, also in one pound cartons.

Made under Government inspection.

F. W. Fearman Co., Limited
HAMILTON

EUREKA

You can't afford to be without a Eureka Refrigerator in your store.

You can't afford to take any chance with something said to be just as good.

You can't afford to buy a Refrigerator that has not stood the test.

Ask the oldest and most reliable Butchers about the Eureka.

Eureka Refrigerator Company Limited
31 Brock Ave. TORONTO

Appreciated and preferred all over the civilized world, wherever the cleanest and whitest washing is desired. The grocer who suggests KEEN'S pays a distinct compliment to his own good judgment, for KEEN'S is the acknowledged favorite wherever washing is done.

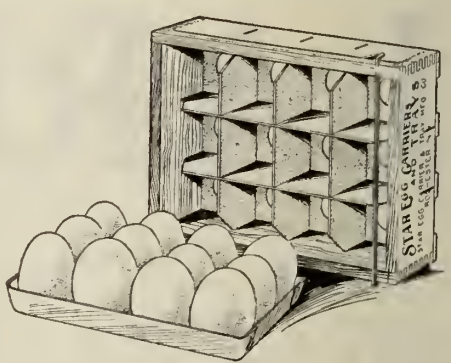
Your nearest wholesaler is ready to supply you.

MAGOR, SON & CO., Limited

403 St. Paul Street, MONTREAL **30 Church Street, TORONTO**

AGENTS FOR THE DOMINION OF CANADA

Make a Profit off Eggs
Handle Them Without Breakage



Don't look upon Egg Breakage as a necessary evil that absolutely must be tolerated, for it isn't. There is a System of Egg Delivery that allows you to handle this part of your business at a regular profit.

Fifty-Nine per cent. of the Retail Grocers of the Country are using it.

The Star System For Safe Egg Handling

And not alone is it the most Efficient and Satisfactory System of Egg Delivery ever devised, but it is the most Economical—Costs you less to operate than any other System. Then too it insures satisfied customers, thereby increasing your business and profits. We will gladly give you full particulars showing how the Star System will save you Dollars weekly.

WRITE US

THE STAR EGG CARRIER & TRAY MFG. COMPANY

"Largest Manufacturers of Egg Carrying Devices in the World."

1500 Jay St., Rochester, N.Y.

CANADIAN GROCER

VOL. XXIX TORONTO, APRIL 9, 1915 No. 15

Where Mail Order Houses Save Money

And the Post Office Loses—Catalogues Are Sent by Freight to Post Offices Outside the 20-Mile Zone and Mailed From There at the Low Rate—Saving Estimated at $2,360 on a Carload.

DOES the trade generally appreciate the fact that the big mail order houses are saving a large sum of money annually in sending their catalogues by freight and parcel post? Not only that, but the 20-mile zone limit is not having the effect of benefiting the merchants throughout the country—in so far as catalogues are concerned—that merchants anticipated when the new regulations came into effect.

The reason is this. Catalogues not being first-class mail matter may be sent by express or freight to any town or city in the country and mailed from there to their respective destinations. This gives the big mail order houses a fine opportunity to save a lot of money at the expense of local merchants. Catalogues are being sent out by freight to post-offices in different parts of the country and mailed from there to individuals living within the twenty-mile zone. With the exception of the cost of chartering a freight car, this method gets over the 20-mile zone restriction that was placed in the regulations to help out the cause of the local retail dealer.

Parcel Post Regulations.

Suppose for instance that a mail order catalogue weighs two pounds, and that the capacity of a freight car is 30,000 pounds. Now the rate for a two-pound parcel by parcel post anywhere inside the first zone is 6 cents, but if the same parcel is sent outside that zone to any place in the next zone, the post office charges 14 cents. If a carload of catalogues weighing, say 30,000 lbs. net were mailed into the second zone through the home post office it will be seen that the cost at 14 cents per pound amounts to the pretty large sum of $4,200 for postage alone. But if these same catalogues are mailed from a post office to people within a 20-mile radius the cost in postage would be six times 30,000 or only $1,800—representing a saving of $2,400 on the carload. The cost of chartering the car would, of course, depend on the distance it would have to travel, but it would be insignificant compared to the saving above calculated. From Toronto to Harriston in Western Ontario for instance, the use of a car would be around $35 or $45 or thereabouts.

From this it will be seen that the total cost of distributing a carload of catalogues from Toronto to individuals within 20 miles radius of Harriston would be $1,800 plus say $40, which is only $1,840 as compared with $4,200 if they had been sent by mail direct from Toronto. The saving is thus $2,360. On 10 carloads the mail order house would save $23,600—a nice little nest egg—and 10 cars would only represent 150,000 catalogues of 2 pounds each if the capacity of each car is figured at 30,000 pounds.

Apart from the fact that the retail merchants of the country have to suffer from parcel post system, how about the work that is put up to postmasters in places where these catalogues are sent for distribution within the 20-mile zone? The accompanying cartoon represents a car of catalogues being unloaded at a small station. The representative of the distant house is enthusiastic over the great saving his concern is making; but the poor local postmaster sees nothing but an immense amount of work for himself and small staff and no extra revenue, as the stamps have already been placed. It should also be remembered that if a manufacturer wants to send a thousand letters from Montreal to Winnipeg, he cannot express them to Winnipeg and save a cent postage. They must be mailed from Montreal.

MORE WORK AND NO REVENUE!
CATALOGUES FIRST AND FOR SECOND ZONES
MAIL ORDER CATALOGUES
SEARS ROEBUCK & CO. CHICAGO
YES, WE SAVED A MILLION DOLLARS LAST YEAR BY THIS SCHEME
POST OFFIC
MAIL ORDER CATALOGUES
MAIL ORDER CATALOGUES

TAKING ADVANTAGE OF PARCEL POST.

—From Interstate Grocer.

A Question for Associations.

At the same time, the railways are making some money from

this method of distribution, while the post office department and the country is losing. Retail associations take the stand that parcel post should pay for itself, and rightly too. The mail order houses are certainly reaping the greatest benefit from it and if it is not paying its way, it simply means that the Government has to use other people's money to meet the deficiency—and those "other people" include retail merchants who are the competitors of the mail order concerns.

This entire matter might be an interesting one to discuss at association conventions this year.

OTTAWA GROCERS NOMINATIONS.

Alex. Phillips is Elected President by Acclamation.

Ottawa, Apr. 5th, (Special).—At the last meeting of the Retail Grocers' Association of Ottawa, the grocers considered the question of buying canned goods ahead by contract, and came to the conclusion that so far as they were concerned, this was not good business. They felt that they should be able to purchase their canned goods in advance and secure the usual discount, but that they should have the privilege of getting them from their wholesaler as they required them, and paying for them as they got them.

The Pedlars' By-law Committee were delegated to see that the law is enforced in Ottawa, and that every pedlar's vehicle expose the proper card. Just here, it is interesting to note that one of Bank St.'s Italian fruiterers is so well pleased with the measure in this regard, that he wants to make a donation to the Association. The grocers are going to remember him at picnic time. On account of the fact that the nomination of officers took up considerable time, the association did not get a chance to go into the bad debt question, which was left over until the next meeting.

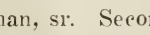
The nominations were as follows:—

President.—Alex. Philips (By acclamation). First Vice President, T. W. Collins and T. Bowman, sr. Second Vice Presidents, R. H. Beck and F. Burgess. Secretary, Nap. Hurteau (By acclamation). Treasurer, Duncan Bell, (By acclamation).

Executive Committee—(5 to be elected).—Angus Johnston, A. Roache, A. P. Johnston, A. Ade, A. J Clothier, R. Richardson, A. Eastman, H. Armstrong, T. Sheehan.

Auditors.—A. P. Johnston, T. Bowman, and A. Roache.

The next meeting will be held on April 8.



Allen and Hourigan have opened a new grocery store in Smiths' Falls, Ont., corner of Main and Market streets.

Saskatoon Convention Program

Executive Officers Meet to Arrange the Course of Events—Addresses by Chicago Man on Efficiency and Rising Costs—Merchants Want List of Property Owners.

SASKATOON, Sask., April 7.—Arrangements are being rapidly completed for the big convention of Saskatchewan merchants here beginning May 11. The provincial executive met recently to further the plans along and for the purpose of placing on the slate the list of subjects for discussion.

The members of the executive present were G. A. Maybee, Moose Jaw; W. W. Cooper, Swift Current; J. L. S. Hutchinson, Saskatoon, and F. E. Raymond, secretary of the association.

The subject of the retailers improving their buying powers and their selling organization so as to reduce the cost to the consumer was discussed at considerable length. The Food and Supply Bill, methods of handling bankrupt stocks, fire insurance, and the proposed amendments to the Cities' Act were also discussed. In connection with the latter subject the association is to be represented at a meeting of delegates from cities of the province to be held in Regina on Tuesday, to discuss the proposed amendments, and a number of amendments were suggested which it was thought would be of benefit to the retail trades.

It was also decided to make a trial of a freight bill checking department in connection with the work of the association, which, it was considered, would be of great use and advantage to the members.

Want List of Property Owners.

Further discussion of the proposed arrangement with the Land Titles Office for an alphabetical list of property owners also took place, the idea being that an alphabetical list of all property owners, with a list attached to each name showing all the property they own would be of great use to the business men of the Province in connection with the credit system.

Considerable time was spent in making further arrangements for the big convention of retailers which is to be held in the city from May 11 to 13, when about 1,000 members of the association from every part of the province are expected to be present in the city. The sessions of the convention will only be open to members of the association and Tuesday morning will be principally occupied in receiving subscriptions of those who are already members and others who intend to become members of the association. The following may be taken as the tentative program of the convention:—

Tuesday, May 11.

9 o'clock—Registration of members and distribution of badges. Appointment of Resolutions Committee. Address of welcome on behalf of the city from Mayor Harrison, President Murray, and Malcolm Isbister, president of the Board of Trade.

Tuesday evening—Address by Frank Stockdale, of Chicago, on "Efficiency Through Co-operation." The services of Mr. Stockdale have been obtained through "Systems" magazine, and it is considered that this lecture alone will repay delegates for their trip to Saskatoon.

Wednesday, May 12.

Business session—Reports from Resolutions Committee. Other business.

1.15—Trip to the Quaker Oats Mill.

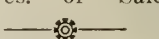
3 to 6—Business session. Address by J. L. S. Hutchinson, Provincial Treasurer, on topics of interest appertaining to the work of the association.

7.30—Banquet, followed by addresses from Professor Gray, of the University; F. Maclure Sclanders, Commissioner of the Board of Trade; President B. W. Zieman, of the Dominion Retail Merchants' Association, of Preston, Ont.; E. M. Trowern, Dominion Secretary, and other visiting secretaries and treasurers from neighboring provinces.

Thursday, May 13.

9.0—Business session. Reports from Resolutions Committee. Other business.

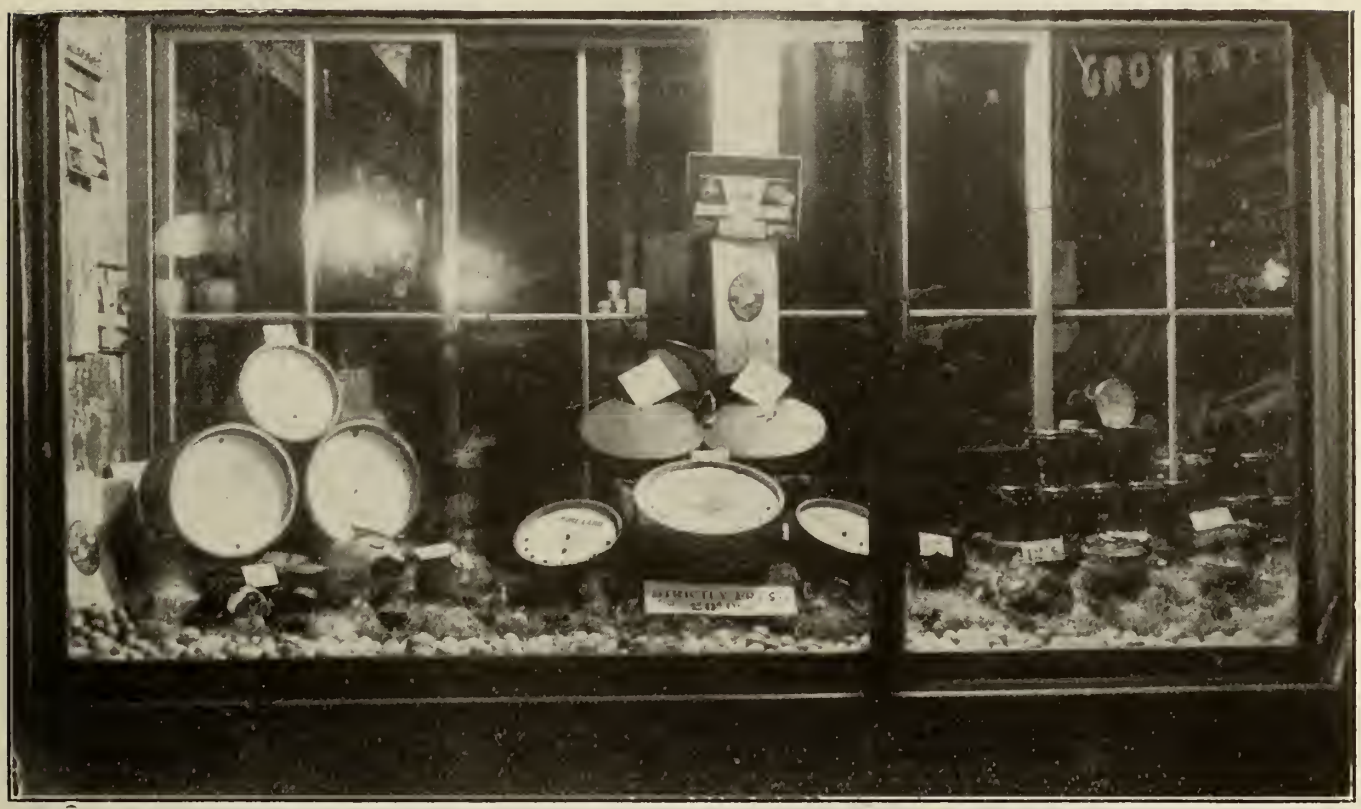
2.0—Annual meeting for election of officers. Reading of secretary's and treasurer's reports. Evening—Address by Frank Stockdale on "Keeping up with the rising prices." or "Salesmanship."



EXPECTS ADVANCE IN CANNED LOBSTERS.

"We would suppose that not more than 50 per cent. of the lobster factories will be run this coming season," writes a prominent lobster packer of New Brunswick to Canadian Grocer. "We think some of the lobster packers may have some of their pack unsold," he adds, "but we have, none. The price of lobster this season is low, but all the packers know that now and they will only operate the factories where they can pack cheap. There will therefore be less lobsters packed and in the near future canned lobsters, we think, will come up to their normal value."

SPRING PROVISION AND HOUSECLEANING WINDOWS



A tempting spring window of provisions which should get considerable attention at this time of year.

Neat window display of sweeping powder and other housecleaning goods shown last year by an Ottawa grocer.

Reasons for Advances in Washboards

What Happened to the Zinc, Glass, Brass and Enamel Markets Since the Outbreak of the War---In Normal Times Zinc Comes From Belgium—Cannonading in Europe Playing Havoc With the Glass—Chance for Western Canada Zinc Mines.

THE price of washboards in Canada, as with many another line, has been greatly involved by the European war, and both zinc and glass washboards have gone up of late some 90c a dozen to the trade. Before the war, the zinc for the manufacture of these boards came from Belgium and principally from the vicinity of Liege. Also before the outbreak of hostilities, the cost of zinc to the manufacturer was somewhere about 6 to 7 cents a pound. To-day the same article costs them 16c a pound, and it can scarcely be bought even at that, on account of the scarcity. There are some who think it will even go as high as 24c a pound before the summer arrives.

It is for a somewhat similar reason that glass washboards have advanced as well. One big English firm which manufactures glass and which has a large factory in England, have on account of the war a great number of men less in their employ, than heretofore. It is stated that this firm employs alone some 40,000 men in their British factory, and that from this factory alone an entire regiment has been recruited for the war. At the same time, the glass works in Belgium have pretty nearly all been put out of business, or else they are being operated by the Germans, and of course none of the product reaches the British trade. The cannonading in Europe has, too, been responsible for the breakage of large quantities of glass, which has necessarily increased the demand. We are, therefore, short the production of the Belgium factories, and we are getting less glass from the British firm above referred to, and this is responsible for the advance,

Brass, too, is largely in demand for munitions of war of many kinds and is worth more for that reason. Every shell or shot that is fired is fired from a brass or copper cartridge case.

Enamel is made of imported materials largely supplied by Germany and so is rapidly becoming scarce and dear.

Many Delays in Purchasing.

It has also been a fact that the grocery trade has been somewhat slow in their ordering of washboards this year in view of the high prices. Grocers are not accustomed to follow the glass and zinc markets, and were therefore not as keen as hardware merchants, when the situation which has brought about the heavy advance first began to develop.

May Open Western Canada Zinc Mines.

In reference to zinc again. Very few people know that we have large deposits of zinc in Western Canada but owing to the high cost of operation, as compared with the very low cost of its importation from Belgium, has not been commercially successful. It is quite possible that the high cost of zinc to-day and the scarcity of this commodity may lead to the opening up of the Canadian zinc mines and their operation at a profit, at least until the end of the war and until matters get adjusted and the supply equals the demand for this particular article. Zinc formerly came into this country from Belgium, free of cost, as far as duty was concerned. The zinc that we are using now comes from the United States where there are only two mills operating and which has to supply practically the whole world and in addition it now has to bear a war tax of 7½%. American zinc has always even in ordinary times been much more expensive zinc so that when the Belgium zinc was taken off the market, Canadian manufacturing trade have had to pay American prices, which were still higher in addition to many advances made owing to the heavy demands made on the production, which was not equal to the demand.

Grocer is Fined $50

Magistrate Came to Conclusion She Was Selling Adulterated Butter — One Pound of Cream Makes Two Pounds of Butter.

HAMILTON, April 7.—Some years ago a machine, known as a butter "merger," was invented. There isn't much to it—it resembles an ordinary ice-cream freezer in appearance—but its operations are quite wonderful and mystifying. For with this machine it is possible to make two pounds of butter from one pound of cream. The extra weight is made up in milk, this being where the term "merger" comes in. There's no objection to the machine as long as the butter made with it is used for home consumption or sold as adulterated butter—but there is a strenuous objection when it is put on market as A-1 butter.

For many months Dr. Shain, of the local board of health, has suspected that adulterated or merged butter was being sold in Hamilton. Complaints poured into the health office daily, and most of the protests came from East Hamilton. Some time ago Dr. Shain called in Herman J. Dager, Government food inspector, and they decided to sample butter sold by numerous East Hamilton merchants. A certain grocery store operated by a woman was visited. Inspector Dager purchased two pounds of butter, paying 32 cents a pound. The inspector placed one pound in a sealed jar and tendered it back to her, telling her to keep it. The other pound was sent to the Government food bureau for analysis. The report received was that the butter was adulterated—that milk had been used in its manufacture.

Because of this this woman was fined $50 and costs in police court. This prosecution is said to be just a starter. The board of health officials intend ridding the city of the adulterated butter, and the magistrate intends backing up the health department.

"It is criminal," said his worship, imposing the fine. "I find that this woman has been selling this butter at top price, and undoubtedly selling it to the poor people in the east end of the city."

The board of health was forced to go to considerable trouble to secure the conviction. The officials suspected that a butter merger was being used, but could not find one at her store. Later, they learned that a brother-in-law of the grocer owned a merger. Inspector Gompf, of the board of health, gained entrance to a house next to his residence and was able to look from a bedroom window into his house. The inspector said he saw the woman operating the butter machine, and this story was corroborated by Mrs. Stuart, the occupant of the house. Mrs. Stuart said that one evening she saw her working the machine and later saw her walk from it with two pounds of butter in her hands.

She swore that she purchased the butter in the butter market. The magistrate told her he didn't believe her.

Proposed Bulk Sales Act, 1915

Bill Introduced in the Ontario Legislature Last Week—Was Not Passed This Session—Features of the Act Respecting the Purchase, Transfer and Sale of Goods and Chattels in Bulk.

READERS of Canadian Grocer engaged in the manufacture, wholesaling or retailing or groceries will be interested in the provisions of the proposed "Bulk Sales Act, 1915," respecting the purchase, transfer and sale of goods and chattels in bulk. The Canadian Credit Mens' Association in conjunction with the Retail Merchants' Association, had the bill introduced in the Ontario Legislature during the closing week. The bill was introduced under the name of W. D. McPherson, M. L. A., but was presented by J. R. Dargavel, Member for Leeds. As readers will see by the provisions of the Act given in this article, the Act is a measure that will make it compulsory for parties selling out their stocks in bulk, whether they be of merchandise, farm equipment or household furniture, to give their creditors ten days' notice by registered mail, and to publish a notice in their county paper, and failing to furnish a list of their creditors with the amounts of their liability to the purchaser, and covering same by statutory declaration, the sale will be void and creditors will have the right to possess the stock by due process of law.

Following are the provisions of the Act respecting the purchase, transfer and sale of goods and chattels in bulk:

His Majesty by and with the advice and consent of the Legislative Assembly of the Province of Ontario, enacts as follows:

Short Title.

1. This Act may be cited as "The Bulk Sales Act, 1915.'

Interpretation.

2. In this Act,—

(a) "Creditor" shall mean and include a person to whom the owner of a stock of goods, or of any share or interest therein is indebted, whether the debt is due and owing or is not yet payable, and any surety for such owner, or the endorser of any promissory note or bill of exchange who would upon payment by him of the debt, promissory note or bill of exchange in respect of which suretyship was entered into or such endorsement was given, become a creditor of such owner.

Sale in Bulk.

(b) "Sale in Bulk" shall mean a sale or transfer of a stock or of any part thereof or of any class of goods, wares, merchandise or chattels included in the same made by the vendor out of the ordinary course of his business, trade or occupation.

Stock.

(c) "Stock" or goods shall mean and include:

(a) The goods, wares, merchandise or chattels in which any person trades, or which he produces, or which are the output of any business, trade or occupation carried on by him.

(b) Live stock, implements, vehicles and grain.

(c) The furniture, household fixtures and utensils in an hotel, lodging house, boarding house or residence.

3. Before making any sale in bulk the owner of any stock shall (a) give notice thereof to each of his creditors by registered letter addressed to the creditor at his place of business or place of residence, and mailed at least ten days before the sale in bulk shall take effect and (b) publish at least ten days before the sale in bulk, in some newspaper published in the county town of the county or district in which he resides or in a daily newspaper published in the City of Toronto, a notice of his intention to sell or transfer the stock containing a general description of the stock, with his name and the address of the place at which he carries on his trade, business or occupation.

4. Every sale in bulk of a stock shall be void as between any creditor of the owner of the stock, and the purchaser or transferee, unless the purchaser or transferee before taking possession of the stock or paying over or delivering any part of the purchase money or other consideration for the sale in bulk, has procured from the owner of the stock a statutory declaration, made by the owner, and setting out the names of the creditors of the owner, and the amounts due to them respectively, or for which the owner may be liable to them, and stating that notice has been duly given to them and published as required by Section 3, and stating the dates at which such notice was mailed and published.

5. If the purchaser or transferee has not procured the statutory declaration mentioned in Section 4, any creditor of the owner, or vendor, may proceed against such purchaser or transferee, and against the stock or any portion thereof, or the proceeds of any such sale in bulk, in the same manner and to the same extent as in the case of any sale of goods which would under the law of Ontario be void or voidable as against creditors of the vendor at the instance of a creditor or of an assignee for the general benefit of creditors.

6. Nothing in this Act shall apply to or affect any sale by an assignee for the general benefit of creditors or to any sale under distress or under due process of law.

7. Nothing in this Act shall affect the title to any goods, wares, merchandise or chattels in the hands of a bona fide purchaser for value from the purchaser or transferee under a sale in bulk, without notice that the conditions of this Act have not been complied with, and where the purchase is made in the ordinary course of the business of the person selling or transferring the same.

BILL HAS NOT YET PASSED.

Owing to the pressure of business in the Ontario House during the dying hours of the session last week, the Bulk Sales Act was not put through and so it will have to remain over until the next session. The full text of the new bill is set forth in this

THE NEW BRUNSWICK CONVENTION.

St. John, N.B., Apr. 8.—The Retail Merchants' Convention will be held here next Tuesday and Wednesday, April 13 and 14.

The executive officers have arranged for single return fare on all railroads, and many questions affecting the vast business interests of the retail merchants throughout Canada, such as legislation, etc., will be dealt with.

The Dominion Secretary, E. M. Trowern of Toronto, and Dominion treasurer J. E. Beaudry of Montreal, are invited to be present and give addresses.

Arrangements are also being made for an auto trip around the city, visits throughout the various factories, etc.

The convention will be held in the Seamen's Mission hall, Prince William street, and in connection with the convention there will be several exhibits from manufacturers, such as business systems, cash registers, typewriters, etc., etc.

CANADIAN GROCER

ESTABLISHED 1886

Only Weekly Grocery Paper Published in Canada.

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LIMITED

JOHN BAYNE MACLEAN, President.

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RESOLUTIONS OF A LIVE WIRE.

I have come to the conclusion that stale goods on the shelves are due principally to poor buying; and that the necessity for cutting prices because of an overplus of goods is also an evidence of inability to purchase with foresight. I have therefore resolved that in future more care will be devoted to the buying end of the business and that once goods are purchased I and my sales staff will devote our best endeavors to the SELLING of those goods. There are going to be few slaughter sales in my store in future.—A. L. W.

New Maple Syrup Bill.

MAPLE syrup in its pure and other forms has been a football of contention in the House of Commons for a good many years. Last year a bill to prohibit the placing on the label of the word "maple" unless the sample was absolutely pure passed the House, and it was thought by many that an end had been put to the maple controversy. But once again it bobs up. The other day Hon. P. E. Blondin, Minister of Inland Revenue, introduced a bill which if it goes through will once more change this label business.

The bill which is No. 114, reads that no person shall keep for sale, offer or expose for sale, etc., any article of food resembling or being an imitation of maple sugar or maple syrup or which is composed partly of maple sugar or maple syrup and which is not "pure" maple sugar or syrup, unless the article itself or the package containing it is labelled with the words "Imitation Maple Sugar or Syrup" or "Compound Maple Sugar or Syrup," as the case may be, in a conspicuous place, and in large conspicuous letters of a different color from the label or other letters appearing on the label; such letters to be of at least one-quarter of an inch high, printed in the same line and entirely separate from any other inscription on the label.

This brings us pretty nearly to the old regulations which allowed the manufacture of the compound article providing it was properly labelled. This new bill introduced by the Minister stipulates the same thing, only it is more strict in regard to the labelling.

The bill adds that any maple products not up to the standard prescribed by The Adulteration Act shall be deemed adulterated. Except as above provided the word "maple" shall not be used either alone or in combination with any other word or words on the label, illustration or device on a package containing any article of food resembling these maple products, unless they are pure maple sugar and syrup.

This bill is now before the house and being sponsored by the Minister of Inland Revenue himself, it looks as if it might pass.

Housecleaning Time for Slow Accounts

WHEN a number of the unemployed stormed the Maisonneuve, Que., City Council Chamber a week or two ago demanding work, Mayor Tremblay stated, as has already been announced in this paper, that paving contracts would be let without delay—that there would be work for the workless—winding up with the injunction that they should call upon their grocers and impart the glad tidings. Note that His Worship did not refer to the dry goods man, or to the hardware man but to the grocer and we do not think that he picked out the grocer because he sells food necessities so much as because the Mayor knows, and nearly everyone else knows, including the grocer that if the average working man owes money he owes it at the grocery store.

This significant remark coming from the seat of one of the mighty may be taken by the grocer as another reminder of the fact that he is the first retailer who is expected to provide credit—money will be paid for boots, millinery (and even gasoline)

when the items are being daily added to the account at the corner emporium where are sold flour, cheese and soap. The latter are necessities but seem to be regarded rather as necessities which the grocer must supply than necessities which the customer must pay for. Therefore, necessity compels the grocer to watch his necessities closely. The competition of the trade is such that he finds it policy in most instances to give credit; then admitting the necessity of this evil in the first place his natural protection is in guarding that credit privilege closely. There is no simpler way of ruining the average retail business than running a ledger of bad accounts—it is like trying to heat a house at forty below zero with the windows and doors all open; credit uncurtailed is heating all out-doors with a "parlor-cook."

The Mayor of Maisonneuve tells the workmen that employment is coming; other mayors are probably imparting similar knowledge or have it in their possession. They take it for granted that the men who seek work owe the grocer for supplies secured through the dull winter. Spring is a good time for a little housecleaning amongst those ledger accounts.

Getting Together

THE prosperity of the average town is usually in direct proportion to the prosperity of the farmers near it, and the local merchant cannot do himself a greater service than by promoting general community welfare. "Community welfare" has been discussed at considerable length several times in this paper and actual instances have been quoted to show where the country town has lost business to the mail order houses largely on account of the apathy of the local merchants. There are, of course, some real live towns where the value of the farmers' trade is realized and where steps have been taken to ward off the monopolistic tendencies of mail-order buying. The movement has barely started. It needs impetus. There should not be a boundary line between the country town and the country. All should be one big family working for the benefit of the home community. Retailers must not expect, though, that farmers are going to stick to the local merchant, unless he delivers the goods. He must be on the job at all times, keep in touch with changing conditions and look after his customers in the proper manner. The mail-order habit is growing in Canada and the country towns are the losers. Canadian small town merchants are gradually being brought face to face with problems that have confronted small town mer chants in the United States for many years past. One of the big mail-order houses in the U. S.—and there are many of them—did $100,000,000 worth of business during 1914. In two weeks during January the concern received one million mail orders, representing gross receipts of nearly $6,500,000. The mail-order business in Canada is still in its infancy, but it is a pretty big infant, and is growing rapidly and will continue to grow as long as it does not meet with concerted opposition from the small retailers.

To Provide for Labelling Foods.

THE question has frequently been asked as to whether it was illegal or not to display and sell preserved fruits, etc., in glass which were not labelled. The Inland Revenue Department has claimed that it was against the law to sell unlabelled preserved goods and from a bill introduced into the House of Commons last week the department intends to make this plainer. It is part of a bill known as No. 114, and if passed will become an amendment to the Adulteration Act. It is sponsored by the Hon. Mr. Blondin, the Inland Revenue Minister, and reads as follows:

"Every person who knowingly attaches to any article of food or any drug any label which falsely describes the article sold, or offered or exposed for sale, or who neglects or refuses to label or mark any article of food or drug in accordance with the requirements of this Act (The Adulteration Act), shall incur a penalty for the first offence not exceeding two hundred dollars and not less than twenty-five dollars, or two months in jail, or both, and for each subsequent offence a penalty not exceeding three hundred dollars and not less than fifty dollars, or four months in jail, or both."

Editorial Notes.

IT PAYS THE merchant to watch the other fellows' advertisements.

* * *

WHY SHOULDN'T THERE have been a war tax on mail order catalogues?

* * *

TO SUCCESSFULLY introduce a new article one must be thoroughly acquainted with it.

* * *

THE CLERK WHO simply holds down his job will make a failure in his own business.

* * *

ANY RETAIL BUSINESS man can learn to write fairly good advertising that will get results.

* * *

IN A FEW stores there may be too much system, but in the majority there is ample room for more.

* * *

THE MERCHANT who finds he is simply holding his own should readjust his methods and ideas.

* * *

PRICE-CUTTING is one of the evils of the trade that causes as much if not more trouble than any other.

* * *

AN UNWRITTEN LAW of progression is that he who progresses must let the world into the secret of his going forward.

* * *

NO DAY IS lacking in opportunities for effective effort to make business more substantial, more desirable, more genuinely satisfactory.

* * *

IT IS TO BE HOPED that now since washboards have advanced so high the Canadian women folk will not eliminate their Monday musical exercises.

* * *

ONTARIO HAS NOT yet a Bulk Sales Act. One was drawn up and presented, but probably owing to the rush of business at the last moment it did not get through.

* * *

IT IS AN UNUSUAL thing to hear such "sweet" talk from both sides of the House of Commons as was indulged in last week when the maple sugar and syrup bill was on the slate.

Thro' Other Spectacles

To Eliminate Chinese Eggs.

From Retail Grocers' Advocate, San Francisco, Cal.

The poultry producing centres of California are fighting the Chinese egg, a bill having been introduced at the Legislature against it.

The way to kill the Chinese egg is to restore the old tariff duty of 5c a dozen, but, strange to say, the Congressman who represents one of the great egg producing centres in California is an ardent advocate of free trade, but the poultrymen continue to return him to Congress.

* * *

Bran for Human Use.

From American Miller.

Most millers are acquainted with the laxative property of mill bran, a quality valuable because it is unlike the action of any drug, but is purely mechanical in its effects. Bran, taken either by itself or made into bread or muffins with wheat flour, has cured stubborn and chronic cases of constipation where drugs have proved unavailing, and, in fact, aggravated the trouble.

Obviously such bran should be made from perfectly separated and perfectly cleaned wheat, so that no extraneous matter shows in the bran, as is common in feed bran, and so that the bran has no objectionable odor or taste. Absolute cleanliness is the first requisite, and only requisite so far as we can see. If the bran is to be packed in air-tight packages, it is possible it might be saved from the attack of insects by being packed hot; probably the bran would acquire additional value in the minds of the public by some such process. But the essential thing is perfectly clean, sweet bran, put up in packages with directions for use.

* * *

Politics and the Retailer.

From Modern Grocer, Chicago.

Should the retail merchant become active in politics?

This question has been asked times without number. It has been the subject of some stirring talks from the platform at various state conventions. Retail merchants getting into local politics in a small way, which subsequently took them into the business of shaping the affairs of the community, have urged their retailer audiences at these meetings to get busy.

We have heard these leaders relate some real and convincing facts as to what resulted when the retailers got busy and sent a man favorable to their interests to the State Legislature or the City Council.

In several States there are notable instances where such individuals, with the viewpoint of the retail merchant, helped to frame and aided in the passing of legislation primarily fair to the merchant.

The retail association of every town or community should know the attitude toward the retail interests of every legislator representing that community and give its support to those who understand the retailers' needs and who will lend their influence in getting a square deal for the retailer.

* * *

California Raisin Production.

From the Retailers' Journal, Chicago.

Of the fifty-eight counties in California, less than a dozen produce raisins in commercial lots. At present the proportion of a full crop raised by each county is estimated to be as follows:

	Pounds.
Fresno	94,000,000
Tulare	25,000,000
Kings	20,000,000
Sutter	4,000,000
San Bernardino	3,600,000
San Diego	3,200,000
Madera	2,400,000
Yola	2,000,000
Kern	1,100,000

During the last fifty years many kinds of grapes have been brought into California from all the grape-producing countries. Coming from different lands they have different names. Some of these names have been preserved, some have dropped out of use, and others have been given local appellations.

There are few varieties in raisin grapes. Among these, the White Muscat of Alexandria and the Muscatel Gordo Blanca occupy first place, while Malaga and Feher Szagos are used to a small extent. The seedless varieties are the Sultana (which is grown extensively near Smyrna in Asia Minor and was first brought to California by Colonel Agostin Haraszthy in 1851), Thompson's Seedless, so named by the Sutter County Horticultural Society after W. Thompson, Sr., of Yuba City, who produced the first cuttings in 1878. It was described as "a grape from Constantinople, named Lady de Coverly," and is now to be found in all parts of the State. High authorities consider the variety identical with the Sultana which is an improved type.

* * *

Let There Be Light.

From the Wholesale Grocer, Chicago.

Judge E. H. Gary, chairman of the United States Steel Corporation, seems to have struck a keynote of the present craze for investigations, when in a recent speech at Pittsburgh, he called for an investigation of the critics. He said that the time was fast approaching when it would be well to investigate the investigators, when commissions and committees should be brought before other and similar bodies for judgment.

In fact, as we have cited many times, it might be well to have the public know what is behind the many, many investigations that have done so much to retard the business growth of the nation. To be informed as to the real motives that prompt these investigations, how much of the Government funds are being spent for this purpose, and who, if any one, is gaining any benefit from the work. In fact, those who are participating in these continual investigations should be subjected to the same scrutiny which they have exercised.

That this would have a tendency to enlighten the general public is admitted, as well as the fact that were all these truths to be submitted to the public, there would be a dearth in all sorts of investigation.

Of course, as Judge Gary so aptly said, there are in this world, and especially in the United States, many people who are not happy unless they are prying into the affairs of others. They take a morbid delight in reading or learning facts which are none of their business, and which in no way concern their welfare, They enjoy learning of adverse facts concerning almost anyone, and

(Continued on page 30.)

Interest Growing in Big Convention

Plans Proceeding Apace to Make the Grocer's Convention at London a Prominent Landmark in the History of Ontario Association Work—A Big Manufacturers' Exhibit—Remember the Question Box—Cheap Rates on the Railways.

LONDON is making great preparations to greet the grocers of Ontario at the annual convention, which opens there on Monday, May 3. As already announced, the proceedings will not begin until Tuesday morning, but the manufacturers who are having exhibits of their goods will be there Monday, when the hall will be opened. From all accounts there is going to be a good big crowd. The convention is being advertised extensively throughout the province, and will be until it begins. Secretary Miller will between now and next week issue his official bulletin, which will be distributed broadcast all over Ontario. All this, together with the importance of the subjects coming up for discussion, and which have already been given in these columns, ensures the biggest and best conference of grocers ever held in Ontario.

The Masonic Temple, which has been decided upon for the sessions, is a fine building and admirably located. The conferences will be held in the large auditorium on the ground floor, and in the basement will be the manufacturers' exhibits. A floor plan of the basement is herewith shown illustrating the nature of the exhibits from the standpoint of location. Retailers will find here a special inducement to be present. Goods of a large number of foodstuff and store equipment lines will be shown most attractively. The exhibit will be open to the public.

Convention visitors should not overlook bringing with them their questions for the Question Box; or if they wish they may send them in at once to the secretary or to Canadian Grocer. Every retailer should appreciate the importance of this feature of the annual convention and come prepared with the "hard nuts" he wants cracked.

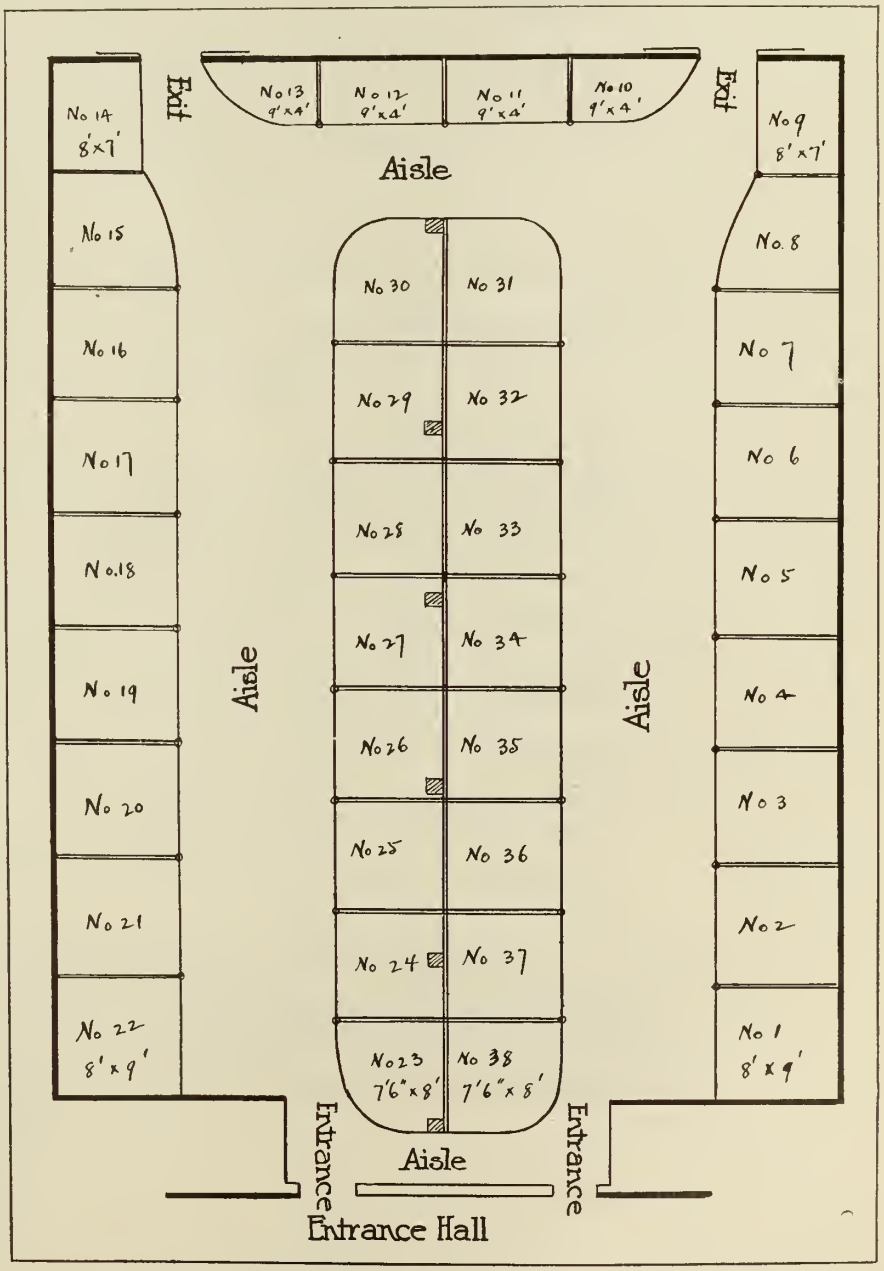
The banquet to be tendered by the London Association promises to be of a unique character. The Retail Grocers' Association of London is one of the livest in the province, and the members know how to entertain. Visit the convention and be present at the dinner on Tuesday evening at the Tecumseh.

It should be remembered that the more who attend the cheaper will be the railway rates and, of course, the better the meeting.

The attendance of wholesalers and manufacturers at special conferences is scheduled as one of the important features of the meeting. Matters of great moment will be discussed which, if brought to a successful conclusion, will mean much to the retail trade of the province.

WILL THIS SWINDLE REACH CANADA?

In different parts of the United States a swindle has been worked successfully on farmers who thought they were going to get cheap groceries. Two smooth strangers went through the communities taking orders for a house in Chicago, pretending to sell a standard brand of sugar and flour so cheaply that every farmer visited took from $10 to $60 worth, and other things besides. Because of the low prices, the flour and sugar had to be "paid in advance." It is alleged that in one community the swindlers picked up some $3,000 and no groceries delivered.



Plan of basement of the Masonic Temple, London, Ont., where the manufacturers' food exhibit will he held in connection with the Grocers' Convention.

The Spring Number Next Week

A Few of the Headings of Articles That Will Appear—They Express in Brief the Character and Quality of the Big Issue—Articles All Based on Practical Experience.

NEXT week's issue of Canadian Grocer will be the annual Spring Sales Number. We have been telling readers on this page for several weeks past about the character and quality of several of the articles that will appear in that issue. Probably no more expressive reference to the big issue can be presented here than the reproduction of the headings of a number of these articles. Read over this list and form your own conclusion as to the practical character of the 1915 Spring Number:

"A Successful Orange Selling Campaign."
"Selling Methods Back of a Big Turnover."
"Filling the Pantry with Good Things."
"Old-Time Business in British Columbia."
"Makes the Ad. Reach the Farmer."
"Quality Featured Regardless of Price."
"On the Watch for Selling Ideas."
"Makes a Study of Five o'Clock Teas."
"Getting the Farm Trade."
"Good Seed Business to be Got."
"Correct Dress in Business Stationery."
"The Future of Tea Prices."
"Driving Shed as a Business-Getter."
"Putting New Life Into the Departments."
"An Entente Cordial Among the Grocers."
"Sacrificing Popularity for Profits."
"Increasing Butter and Egg Quality."
"Why Not a Grocer's Menu Card?"
"Results From Good Salesmanship."
"Getting the Facts of the Business."
"How Canadian Merchants Keep Books."
"How Other Grocers do Things."

These are but a few of the articles that will appear in the Annual Spring Number. Every article is based on the practical experiences of one or more retail dealers in Canada. The issue will, we can say with every confidence, meet with the highest expectations of our readers and it will be well worth while selecting a special nail for it.

THE EDITOR,

April 9th, 1915. Canadian Grocer.

Getting Foodstuffs to the Consumer

is absolutely dependent on the retailer. All must pass through his hands. That is why you as a manufacturer should decide now to give the retail grocer the fullest information about the merits and selling qualities of your products: give him the reasons why he should sell your goods rather than those of your competitor.

State your proposition openly, frankly, fully, as man to man and you will find our readers will appreciate your frankness and will push your goods accordingly.

You have read this advertisement of ours. So our subscribers will read your full-page or double-page announcement in our Spring Sales Number. There is just time for you to get a real information-imparting, confidence-begetting, sales-stimulating advertisement in this issue if you act at once. Copy and cuts should be in our hands at the *absolutely latest* Wednesday, April 14th, but the sooner we get it the better service we can give you.

CANADIAN GROCER
Advertising Manager.

The House Discusses Maple Products

Minister of Inland Revenue Has New Bill Which, if Passed, Changes Again the Label Question —He Would Allow the Compound Article if it Were Designated According to His Suggestions—Considerable Opposition Voiced.

AN editorial in this issue of Canadian Grocer gives the gist of a proposed amendment to the Adulteration Act in regard to maple products. In brief, the purpose of the bill, which by the way is introduced by the Minister of Inland Revenue, is to permit the manufacture and sale of imitation and compound maple syrup and sugar providing the goods are properly labelled in accordance with the new regulations as proposed by the Minister. The amendment which passed the house last year, it will be remembered, prohibited the use of the word "maple" entirely unless the goods were absolutely pure according to the standards.

Hansard of Wednesday of last week shows that a lengthy discussion was held on the bill when it came up for its second reading. This discussion is interesting because it gives the reasons of the Minister for his attempt to make the change. The following is a portion of the discussion:

Mr. ROBB: Last session a deputation of the maple sugar makers of Canada was introduced to the Minister of Inland Revenue, and upon their recommendation a Bill on this subject was passed by Parliament. Will the minister please explain why it is that he comes before Parliament to-day asking for an amendment of that Act of last session? Upon whose demand is this new legislation introduced?

Says Act Unworkable.

Mr. BLONDIN: As I stated on a previous occasion, it was found that the Act of last session was not workable. This Bill proposes to amend that Act so as to authorize the maker or seller of the imitation article to label the article so as to make the public aware that it is an imitation. I will give the details of these amendments.

Section 29 (a) as appears in section 4 of chapter 19 of the Revised Statutes, 1914, entitled "An Act To Amend the Adulteration Act," is repealed. This repealed section provided that no article of food should be sold as maple sugar or maple syrup unless it was pure maple sugar or pure maple syrup, and that every article which did not comply with the standard for maple sugar and maple syrup as provided by statute should be deemed to be adulterated,—that is to say, in case the article represented to be maple sugar or maple syrup was offered for sale and did not comply with the standard, then the vendor would have to prove that it was really pure maple sugar or pure maple syrup.

The second subsection of that section provided that the word "maple" should not be used on a label of any article or on a package containing it unless the article was pure maple sugar or pure maple syrup, but, by a clerical error, the words "which is or" were inserted at the end of the fourth line of said subsection and had the effect of prohibiting the use of the word "maple" on the label of even pure maple sugar or pure maple syrup, thereby, in a certain sense, defeating the object of the Act.

The amendments provided in subsection 1 are, in effect: that any article of food which has the appearance of maple sugar or which is partly composed of maple sugar and maple syrup must bear a label containing the words "imitation maple sugar" or "imitation maple syrup" or "compound maple sugar" or "compound maple syrup," so that the purchaser of such an article shall receive due notice that what he is buying is in fact a "compound" or an "imitation" of maple sugar or maple syrup and thereby will not be deceived as to what he is purchasing.

Subsection 2 is to the same effect as the latter part of subsection 1 of section 29 (a) of last year's amendment, that is to say, it throws the obligation on the vendor of maple sugar or maple syrup, who does not comply with the standard of proving that the article is really maple sugar or maple syrup.

Subsection 3 is the same as subsection 2 of section 29 (a) of last year's amendment, with the exception that the words "which is or" are struck out.

In Regard to Fines.

Section 2 of the Bill amends sections 31 and 32 of the Adulteration of Foods Act. Section 31 is amended by adding the words "and not less than $25 and costs," in subsection (b) after the word "costs" in the third line thereof. In the Act as it stands at present, there is no minimum fine, and it is deemed advisable that a fine of $25 as a minimum should be imposed in cases of violation of the Adulteration Act, covered by this section.

Section 32 is amended for the same reason, the words "and not less than $50 and costs," are added after the word "both" in the fourth line of subsection (a), so that a minimum fine should be imposed in cases of violation of the Act provided for by this subsection.

The words, "and not less than $25 and costs, and for each subsequent offence a penalty not exceeding $200 and costs, or six months in jail, or both and not less than $50 and costs," are added to subsection (b) after the word "then" in the fourth line of said subsection (b). These two sections of the Act (31 and 32) are deemed incomplete as they are at present, and it was thought advisable to amend them in the manner suggested.

Section 37 of the Act is also repealed, and the amendment as suggested in section 3 of the proposed Bill is substituted therefor. The intention of this amendment is to reach the vendor of an article resembling maple syrup, who does not label this article as being an "imitation" or a "compound," and also provides for a higher minimum penalty, also for a penalty for subsequent offences, which section 37 as it is at present, does not provide for.

Subsection 40 of the Act is repealed, and replaced by the section appearing in section 4 of the present Bill. The intention of this amendment is to give the person who gives information or otherwise helps in the detection or violation of the Adulteration Act, one-half the penalty. It is expected that this amendment will be a great help to the department in the application of the law and the detection of all violations thereof.

Question of Price With Some.

I understand that the most contentious question in regard to this Bill is whether the law should entirely prohibit the sale of compounds of maple syrup or maple sugar, or whether this trade should be allowed to go on provided the public are made aware that they are buying a compound or imitation article, and are not buying pure maple syrup or pure maple sugar. The reason in favor of allowing this trade to go on is that many people cannot afford to buy the pure article, but would like to buy the compound, which is cheaper. I am inclined to believe that there would be no objection to such sale so long as the public are made aware that they are buying the imitation; and I think that is one of the worst evils from which the maple sugar industry is suffering—that to-day the adulterated stuff can be sold on the market without my department being able to interfere to prevent it, even though the purchaser may be

under the impression that it is pure maple sugar or pure maple syrup that he is purchasing. Under the present Act dealers may sell adulterated sugar or syrup provided they put no label on the package. The aim of the Act is to force the man who manufactures a compound or makes any adulteration of the sugar or syrup to announce it to the public and put on his package the word "imitation." So long as the maple sugar is pure the dealer is not obliged to use any label. Articles which have no labels on are supposed to be pure.

Opposition Leader Opposes.

Sir WILFRID LAURIER: The objection to this legislation, which comes so soon after the Act of last session, is that to some extent it favors adulteration. Adulteration is one of the evils of this modern age. Scarcely anything that comes upon the table is not in some way adulterated by some industrious man who derives a profit from doing so at the expense of the consumer. The manufacturers of maple sugar last year interviewed the Government protesting against the adulteration of maple sugar, and had it made an offence. I think everybody will agree that we should prevent, as far as we can, adulteration of any kind of food. This year those who have been adulterating maple sugar come back and ask permission still to sell adulterated sugar providing that they announce it to the public in a certain way, but they should not be allowed to adulterate it. Adulteration ought not to be encouraged, and the answer that should have been given those who came and asked the privilege of putting adulterated sugar on the market should have been: You must conform to the law, and the law passed last year requires that all maple sugar shall be pure. That should have been the answer instead of saying that they must announce that the sugar is adulterated. I think the objection taken by the hon. gentleman for Huntingdon (Mr. Robb) is very serious, and ought to be taken into consideration by the Government, that the Bill which my hon. friend is now amending was introduced last year at the request of the maple sugar makers. They protested against their product being adulterated in any way, and I am surprised that, twelve months after passing that law, those against whom the law was directed are able to come back again and obtain the privilege of doing what was denied them last year.

Mr. BLONDIN: Although this Bill may appear to give more protection to the adulterators, it is, on the contrary, an effort to devise some means to follow them. What has happened under the law of last year? We have had more adulteration of maple sugar than we had before. Why? Because the dealers put on the market maple syrup with all kinds of labels which we cannot control, which did not contain the word "maple," while in many cases they informed their customers verbally that it was maple syrup they were selling.

Will Labelling Help?

Mr. BUREAU: How is the labelling of the packages going to help? Supposing a man sells an adulterated package and does not label it, he is liable to a fine. You must first have an inspector analyze the contents of the package to ascertain that it is not pure maple syrup. Under the old Act the man selling such adulterated goods would be subject to a fine. This is only recognizing the compound of maple syrup and helping the man who wishes to cheat the public to put on the market an article not fit for consumption. If you want to prevent that and to prevent compounds going on the market, you ought to make the man who offers the adulterated article subject to a penalty. You have no more guarantee that the man who is going to adulterate maple syrup will put his label on it than that the man who is offering maple syrup will say: This is not the right stuff I am selling you; I have put yellow sugar in it. The minister knows that the man who resorts to that means will not spend money to put labels on his goods telling the public what he is doing.

Mr. BLONDIN: To-day it is left to my department to detect the adulterators; but by this Act we are compelling the adulterators to self-denunciation; every article that is put on the market must be labelled "imitation" if it is not pure.

Mr. BUREAU: Why legalize adulteration by putting that label on the package?

Mr. BLONDIN: We do not.

Mr. BUREAU: You do. I may go on the market with an adulterated package, but the moment I put on the package the words "compound maple syrup," I am within the law.

Mr. BLONDIN: It is more a question of whether our efforts to prevent adulteration are to prevent only for the sake of prevention or to make the public aware that they are buying adulterated goods. If I want to buy this imitation I have the choice of doing so. I do not think that we should prevent a man who wants to buy these imitations from doing so; but I think we must force the dealer to make the public aware that such and such products are compounds.

Mr. ROBB: The position that the minister has just taken is a complete change from the attitude of his predecessor last year, when the farmers and makers of maple syrup were before the Committee on Agriculture, and from the position taken by the Minister of Agriculture who was present at that gathering. Members of the Agricultural Committee may remember that quite a large deputation of maple sugar makers from the province of Quebec and eastern Ontario waited on the Minister of Inland Revenue and the Minister of Agriculture and objected to this very practice. They strongly resented the use of the word "maple" in connection with these adulterations that are made up in cellars in Montreal and sent out to the people in the Northwest and British Columbia, branded as maple sugar, or adulterated sugar, if you will. Their point was that the imitators should not be allowed to use the word "maple" at all, and with that view the minister's predecessor and the Minister of Agriculture sided and took very strong ground before the committee. I think the minister should give some better explanation of this change of policy.

Mr. BLONDIN: My hon. friend knows that there are articles on the market which are really not maple syrup, and on which the word "maple" does not appear.

Mr. ROBB: They would not bring the price they would fetch if the word "maple" were on them. It is the word "maple" that gives them value.

Mr. BLONDIN: First of all, if you want to use the word "maple" you have to put it in a conspicuous position. The section says:

No person shall keep for sale, offer or expose for sale, or sell, any article of food resembling or being an imitation of maple sugar or maple syrup, or which is composed partly of maple sugar or maple syrup and which is not pure maple sugar or pure maple syrup, unless the article itself or the package containing it is labelled with the words "imitation maple sugar" or "imitation maple syrup," or "compound maple sugar" or "compound maple syrup," as the case may be, in a conspicuous place on the article itself.

Mr. PUGSLEY: If my hon. friend reads the whole section he will see that the word "imitation" need not be on it at all. A man might sell a compound, having on one side the words "compound maple syrup" and on the other side "extra pure article," and that would give the impression of being the very best kind of maple syrup. The word "imitation" need not be on it at all under this section.

After considerable further discussion the Bill was "reported."

The Toronto Industrial Co-operative Society, Limited, has been granted an Ontario charter. The provisional directors are: Arthur Lewis, Alex. Gordon, Geo. T. Williams, Geo. H. Caswell, and John H. Harper. The capital is placed at $25,000, shares being $1 each.

The Clerks' Page

OR $15 and $5 WORTH OF GOODS.

Editor, Clerks' Page.—In bogus money problem I think this answer is right.

The Hobo gets $15.00 and $5.00 worth of goods which are paid for out of the $20 obtained from the hardware man. Now the grocer pays the hardware man with the $20 taken from the child's bank. This being the first time he touched his own money therefore he is only $20 out in the deal and the Hobo is $20.00 in.

MAY BLACKWELL, (clerk.)
Holland, Man.

* * *

THE HOBO AND HOG PROBLEMS.

Editor, Clerk's Page,—It is well that J. D. Bankier, Kingston, Ont., is a grocery clerk and not a "banker," other than in name.

Anyone with any kind of a decent "bean" terminating his anatomy can see that the grocer is out $15 in cash and $5 in groceries—no more and no less—unless the hobo stole something while he was across at the hardware store. It was a part of the hardwareman's good money that the hobo got, and the grocer then had $5 of this same good money.

Chas. G. McKeen, however, has propounded a real one. Unfortunately his premises are wrong or rather he has too many premises. He assumes that the weights of the two portions of the pig will be unequal, necessarily, as the prices are different and the cost of each portion $5. And the minute he does this he knocks his 4½c and 5½c prices out of business, as these assume equal weights of the two portions—necessary again, in order to make an average cost of 5c and a total cost of $10.00. So that if each wants $5 worth of pork, they must agree upon different prices from 4½c and 5½c. In fact they had better cut their pig in two in what seems an equitable way, then weigh the two portions and on the $5 value basis they will be able to determine the price per lb.

If they cut the porker into two one-hundred lb. portions then A must come across with 9 1-11 lbs. of his 5½c meat to B. and then A. has 90 10-11 lbs. of 5½c meat and B. has 100 lbs. of 4½c meat and 9 1-11 lbs. of 5½c. meat, and they have succeeded in getting $5 worth each but they haven't succeeded in what they attempted as to price per lb. In fact, A and B. are quite evidently Pat and Mike in disguise and Mr. McKeen is quite as evidently Irish despite his Scotch ancestry.

W. A. DAY.

Macleod, Alta.

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THE HORSE PROBLEM.

Editor, Clerks' Page,—Re A Question in Mathematics.—A. sold a delivery horse to B. for $45. The horse did not suit B. so A. bought the horse back from B. for $40, and then sold the horse to C. for $50. How much did A. gain as a result of the three transactions?

My answer is: At the way this question is worded, the value of this horse when A. made the first sale to B. is just $45. It does not matter whether A. paid more or less than $45 or got a present of the horse.

The question is how much is A.'s gain on the three transactions and does not take into account what was paid for the horse by A.

A. has a horse and B. has $45. A. gets the $45 and B. gets the horse .

(1) transaction, even deal, no gain.

A. retains $5 and B. gets $40 (only). A. gets the horse.

(2) transaction, A. gains $5.

A. has a horse that he bought from B. for $40, and C. has $50.

A. gets the $50 and C. gets the horse.

A (3) transaction, A. gains $10.

A.'s total gain $5 plus $10=$15.

G. M. WILLIS, Peterboro, Ont.

* * *

Editor Clerks' Page.—Enclosed please find another problem: this time a farmer selling apples. Some readers might enjoy figuring it out:

A farmer has a quantity of apples to sell. He has three sons and gives 15 baskets to the first son, 50 baskets to the second son, and 85 baskets to the third son. He wants them all to sell at the same prices; and all to bring home the same amount of money. How will they do this?

JAMES MAIN.

John and Barton streets,
Hamilton, Ont.

A NEW VIEW ON THE HOG PROBLEM.

Editor Clerks' Page.—Re pork problem: A and B buys a 200-lb. hog, each pays $5, or $10 for the hog. In consideration of the hind quarters being better in food value, A agrees to pay 5½c a lb. for them, while B agrees to take the front quarters at 4½c lb., the hog is cut exactly in two equal parts of 100 lbs. each, which is $5 worth of hog at cost price. A takes the hind quarters, 100 lbs., and pays $5.50; B takes the front quarters, 100 lbs., and pays $4.50. total $10. B receives from A the sum of 50c, and thus A pays for his share (hind quarters) $5.50; while B finds his share (front quarters) cost him $4.50. I submit this is the only correct solution to this problem.

HUGH DUNCAN.

Winnipeg, Man.

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AN ANSWER AND A NEW PROBLEM.

Editor Clerks' Page.—My answer to the hobo problem is as follows:

Groceries	$ 5.00
Change	15.00
$20 to baby's bank for Jones, to replace bad bills	20.00
Total	$40.00

Here is a good problem:

A bottle and a stopper cost $1.10. The bottle costs $1.00 more than the stopper. What does the stopper cost?

Yours truly,

G. LOVE.

Wellington St., Toronto.

LET THERE BE LIGHT.

(Continued from page 24.)

particularly the ones who have done the most to promote the affairs and wealth of the nation. They are never so happy as when they are engrossed in a muckraking yarn.

Let all the light be thrown on the motives and expenses of these investigators that it is possible to secure, give all their reasons, and maybe there will be a better muckraking yarn in this than in the ones these self-styled investigators so earnestly hope for.

Current News

Quebec and Maritime Provinces.

George P. Dunphy, a grocer, of Fredericton, N.B., died recently.

T. L. Harvey's grocery store, Wolfville, N.S., sustained a fire loss recently.

Chas. H. Kathan, a veteran merchant of Rock Island, Que., has been seriously ill for the past few days.

The Dominion Commercial Travelers' Association has appointed D. Campbell as secretary, to succeed the late Henry W. Wadsworth, who died a week ago. Mr. Campbell has been a member of the office staff at Montreal of the association for three years.

The death occurred recently in Montreal, of Alexander Bower, who for over fifty-five years had been general superintendent of the Canada Sugar Refining Company, Limited. While Mr. Bower had retired two years ago, his interest in his old work took him to the plant each day until a few weeks ago, when his health failed.

A strong delegation of the Retail Merchants' Association, St. John, N.B., Branch, waited on the Provincial Government a few days ago to protest against an amendment to the Assessment Act, which was introduced to the House to exempt salaries up to one thousand dollars. The objection made by the association was that no provision had been made as to where this amount of assessment was to be levied, and urging the legislative committee to throw out the bill. The indications point to the retail merchants winning out. The question of assessment in the Province of New Brunswick is a very live one at the present time, and is one which will take up considerable time at the convention of the association to be held in St. John on the 13th and 14th of this month. Arrangements have been made for an auto tour of the city for the delegates, a banquet in the evening, and afterwards a theatre party. Also a run in the harbor by steamer. The convention will likely conclude with an open-air meeting, which will be addressed by E. M. Trowern, Dominion Secretary, Toronto, and by one or two other prominent speakers. Reduced fares on all railroads have been secured, and everything is about complete for a very important convention, particulars of which will be given later.

Ontario.

C. F. Fitzsimmons, wholesale fruit dealer, Port Arthur, Ont., is dead.

A. H. Dundas, 353 Roncesvalles Ave., Toronto, has sold to G. A. McTaggart & Son.

H. D. Spence has opened a small grocery store at the corner of Christie and Melita streets, Toronto.

The death of Thos. G. Cable, who was connected with the E. B. Eddy Co., of Hull, for 20 years, occurred in Toronto during the week.

Jas. Campbell, a grocer for almost half a century in Porstmouth, Ont., near Kingston, died recently. He was postmaster there for 20 years.

R. J. McLardy has opened a new grocery store at 81 Kains street, St. Thomas, Ont. He has a bright store with several modern fixtures.

R. J. E. McCrea, of J. A. McCrea & Son, grocers, Guelph, Ont., has joined the staff of H. P. Eckardt & Co., Toronto. Before assuming his new duties he was presented by the store staff with a handsome set of pipes in a neat case accompanied by an address.

The partnership existing for the past 22 years between Edward Murphy and Frank Scott, Port Dalhousie, Ont., has been dissolved by mutual consent, Mr. Scott retiring. The business will be carried on as heretofore, by Mr. Murphy, who will have associated with him his two sons Wilfrid and Leo under the firm name of E. Murphy & Sons.

Western Canada.

Joseph Dillon, of Regina, Sask., has secured the premises formerly occupied by Wray Bros., in Govan, Sask., and will open a new general store there.

A new industry is reported for Kelowna, B.C. It is the manufacture of brooms. It has been demonstrated, the report says, that the broom corn which is used in the manufacture of these articles can be very successfully grown in that district. D. W. Sutherland is the man interested.

A new Regina, Sask., by-law, says:—That from and after one o'clock a.m., according to standard mountain time on the first Sunday in April in each year and continuing to the same hour in the first Sunday in November, Regina city time for all industrial and business purposes shall be six hours behind Greenwich time and for the remaining portion of the year shall be standard mountain time, which is seven hours behind Greenwich time.

A deputation of wholesalers and credit men from Calgary and Edmonton, Alta., interviewed the premier of the province recently, asking for an amendment to the Bulk Sales Act principally that men entitled to pay hundred cents on the dollar should be prohibited from selling without the consent of sixty per cent. of the creditors. They claimed that the agitation came principally from Lethbridge and Calgary credit men and that the present Act opens the way to too much irregularity and unfairness. The premier replying, said he had many representations from merchants and others against the change. It was a serious question and he promised his best consideration.

The Retail Merchants' Association of Saskatchewan, have sent out a letter from the head office in which they warn all merchants in the Province, whether member of the association or not, that before they ship or make any arrangements to ship, farm produce of any description they would do well to refer to the Saskatoon office of the association for a report on the individual or firm who has approached them for produce. During the past 12 months, it is claimed, many warnings have been sent out to merchants both by means of circulars, notices in the press, etc., against merchants shipping their produce. The Provincial Office has had cause to investigate last summer a large number of produce houses, especially, and of those investigated 50 per cent. were found to be either fake concerns, who were in business apparently solely to victimize the retailer or else that particular produce firm had absolutely no standing or financial responsibility with the result that to the association's knowledge one fake concern alone got into several members heavily and as they were quite irresponsible there was no recourse.

Marked Betterment in Trade

Collections Improve—Orders Larger and a More Hopeful Feeling—Cheap Beans in Montreal — Speculation in Prunes for Futures—Activity in Peaches and Raisins —Tea Firm at Ruling Prices.

Office of Publication, Toronto, April 9th, 1915.

ONTARIO Winter Wheat Flour is down 30c a barrel this week in the Toronto market. This is because business has been rather slow the last month that millers find themselves under the necessity of going out and getting it by hook or by crook. It would not appear, judging by the prices of wheat on Chicago and Winnipeg Exchanges, that any reduction in flour of any sort is justifiable just now, but millers feel it necessary to have a reduction. It is to be noticed, however, that this is only a temporary condition. Flour at $7.20 a barrel when May wheat is quoted at $1.56¼ on the Chicago Exchange and $1.53½ at Winnipeg is incongruous. And if wheat prices continue to reach up to the high level they have now resumed, flour will probably jump to higher prices than are quoted now.

The cereal business is quiet all through. There is some demand just now for rolled oats and barley, both pearl and pot, but it is not anything like normal. Mill-feed business is a little better, but in the case of this latter it is the last rally before the thing breaks up. Grass will begin to grow pretty soon and we shall undoubtedly see a slump in the price of mill-feed.

The wheat market both in Chicago and Winnipeg has become interesting. Wheat is quoted at the time of writing in Chicago at $1.56¼. In Winnipeg it is $1.53½. These are getting back to the high prices we saw two or three weeks ago, and they are as high almost as any during the last six months. Apparently the feeling is that while vague and indefinite rumor puts the end of War a great deal nearer than was at first supposed, there is nothing definite to go upon. There is, apparently, a growing feeling among operators that while everything may be working toward an approaching Peace, they have no absolute guarantee of this. Under war conditions the present prices of wheat seem justified. Experts claim that the United States has already sold all the surplus wheat for export and that it is now awaiting shipment. If this is so the cash situation in May will be very tight. This in its turn will mean higher prices for new crop wheat. The present comparison between May and July wheat is $1.56 for the former and $1.24 for the latter. This is a disparity of 32c. That is not at all out of the way if the War is over by the time of the new crop. If not we shall expect to see higher prices for July wheat even than this $1.24 now quoting.

Fishmen both in Montreal and Toronto report an unusually good Easter trade and also that the week after Easter has not fallen off—as it has done some previous seasons—in the amount of business done. This is all the more singular when it is taken in conjunction with the enormous sale of new-laid eggs, which have been so cheap over Easter. The Fish Market is usually pretty strong all the way through Lent, but afterwards it generally falls off to its pre-Lenten level. Fresh fish is now a good deal in demand. Most people are still pretty heavily stocked with frozen lines, the man who has fresh fish to sell getting the business. There is a general preparation, however, for stocks of fresh fish this next week and thereafter it will have the larger sale.

There is the usual difference to be found in the prices of poultry this week and last. Most lines, fowls, chickens, turkeys, geese and so on show a decrease this week over last week of about 3c. Occasionally this is more; sometimes it is less. The Jewish Passover last week meant an immense sale of poultry, and prices towards the end became very firm indeed. Deliveries were exceptionally light, and one is led to suppose that the farmers instead of shipping poultry into the town made the Jew go out after it. There seems to have been a feeling among farmers that it is a better thing to keep hens as egg-producers rather than sell them as live poultry.

Markets in Brief

QUEBEC MARKETS.

FLOUR AND CEREALS—
Business hand to mouth.
Prices quoted are nominal.
Decline in feeds likely.
Rolled oats at lower figure.
Better demand for rye flour.

PRODUCE AND PROVISIONS—
Cheaper fowl available.
Maple syrup not so plentiful.
Butter market up again.
Smoked meats may go up.
Eggs decline to 22 cents.
Cheese factories opening up.

FRUIT AND VEGETABLES—
Lemon quotations up to $3.
Good demand for strawberries.
Old cabbages worth $2 bbl.
Local parsley being used—35c doz.
Parsnips up to $1.25 bag.
Good prices for radishes at Easter.

FISH AND OYSTERS—
An off week for fish.
Cheap fresh fish available.
Demand for frozen fish ended.
Higher prices for eastern fish.
Gaspereaux sell freely at 3½ to 4c.
Lobsters and scollops easier.
Dore sold as high as 22c last week.

GENERAL GROCERIES—
Lower quotation on new molasses.
Tea quiet, but prices high.
Cheap beans offered—$3.
Lower quotations for dates.
New Brazils arrive; cost higher.
Spices, coffee and rice unchanged.

ONTARIO MARKETS.

FLOUR AND CEREALS—
Ontario wheat flour lower.
Wheat prices up again.
Rolled oats sympathetic to wheat.
Mill feeds moving well.

PRODUCE AND PROVISIONS—
Good Easter business.
Lard a trifle firmer.
Butter slightly easier.
New laids firm and steady.
Slump in poultry.

FRUIT AND VEGETABLES—
Navels in demand.
American produce goes well.
Tomatoes not high quality.
Cranberries lower.

FISH AND OYSTERS—
Lake Erie whitefish in.
Lobster sells well.
Getting ready for fresh fish.
Markedly good Easter trade.

GENERAL GROCERIES—
Speculation in prunes.
Tea firm, but no higher.
Sugar unchanged.
Raisins moving well.
Maple syrup quiet.

QUEBEC MARKETS.

Montreal, April 8.—All eyes are turned towards the opening of navigation, the belief being firm that the arrival of the first boat in the River St. Lawrence will see a marked improvement in business. It is remarkable how men in every branch of the grocery trade hail the arrival of spring. The opening of navigation means the employment of a small army; it means more money going into circulation and better conditions all along the line.

There will not only be an improvement in the consumer demand, but the wholesalers too will reap considerable benefit. At present the roads in the country are breaking up, and are fit neither for

wheels nor sleigh. Merchants situated on the main line have been buying gradually right along, but the merchant situated five miles from a station is suffering from depleted stocks Experiences of salesmen on the road show that stocks are getting low in retail stores, especially in the cities, and the feeling is that April will see a big change in the amount of business done.

Stocks carried by wholesalers are generally heavy. They are sellers just now, and not buyers. They loaded up heavily in August and September, then again in January. Much of their stock was bought at fairly high prices, when the fear was that a famine in foodstuffs was possible, and importers cleared everything out at top prices.

Collections in the Province of Quebec are not bad; they might be worse. There is cause for complaint just now in the country. When the farmer cannot get out, he is not spending money, not even paying what he owes to the merchant. This makes collections a trifle hard at this period of the year.

Demand for spring cleaning goods is heavy. The agent here for an ammonia manufacturer states that his product is going as well as in former years, as it is something the people have to buy, both for cleaning and disinfecting. The price has not changed since the war.

A change was made in the price to the retailer of Crisco, shortly to be manufactured at a new plant at Hamilton, Ont. The new price is a reduction of 15c per case.

An interesting situation has arisen in the market for new Barbadoes molasses. A shipper of lumber in the Maritime Provinces has decided to use his schooners on the return journey for carrying molasses, the freight rate for which will be in the neighborhood of $4 per puncheon. As only one steamer is in sight for shipment this year, the rates for which are $7.50 per puncheon, the cost of molasses by the above method will be considerably lower. A contract has already been offered a large Montreal buyer at 38½c delivered Montreal. Until now, the lowest quotation has been 41c.

In the produce market, the most notable changes are an advance in the price of butter to 35-35½c, and a further decline in the price of eggs, which are now available at 22c. It is expected that this price will be still further reduced before storing commences. Cheese factories have already opened, and cheaper cheese should soon be available. The supply of maple syrup has not been so plentiful during the past week on account of colder weather.

Owing to weakness in white bean market, the wholesale houses have reduced prices. A new quotation for 3-lb. pickers is $3.15, although as low as $3 has been asked. Quotations on prunes are down a cent per lb.

Other changes of interest to the grocery trade, are: lamp chimneys advance 10 per cent.; wash boards up 90c per doz.; paraffine candle declined ½c per lb.; brooms declined 5 per cent.

SUGAR.—Raws have been steady during the week around 3¾c, and there does not seem to be any prospect just now for a change in price either way. Buying has improved a little during the past week, no doubt because stocks are being used up, but even at that, the demand is only of a hand-to-mouth nature, without any speculative buying. The refiners in Montreal seem to have large stocks on hand.

Extra Granulated Sugars—	Per 100 lbs.
100 lb. bags	6 80
20 lb. bags	6 90
2 and 5-lb. carton	7 10
Yellow Sugars—	
No. 3	6 65
No. 1	6 40

READERS' SERVICE DEPARTMENT.

Canadian Grocer conducts a Service Department open to all our readers. Special investigations will be made for retailers and advertisers upon request and free of charge. If you are in search of the source of a new foodstuff, or you want to know the agents or manufacturers of any line—foodstuff or equipment—'phone us or drop us a line. The "Readers' Service Department" is at YOUR service.

Extra Ground Sugars—	
Barrels	7 20
50 lb. boxes	7 40
25 lb. boxes	7 60
Powdered Sugars—	
Barrels	7 00
50 lb. boxes	7 20
25 lb. boxes	7 40
Paris Lumps—	
100 lb. boxes	7 55
50 lb. boxes	7 65
25 lb. boxes	7 85
Crystal Diamonds—	
Barrels	7 45
100 lb. boxes	7 55
50 lb. boxes	7 65
25 lb. boxes	7 85
Cartons and half cartons	8 05
Crystal Dominoes, cartons	8 15

DRIED FRUITS.—Currants and sultanas are still as firm as ever, chiefly on account of scarcity, for the demand for anything just now is not heavy. Dates in the past few days have eased off, and prices according to the primary market should be lower. However, as wholesalers have paid good prices for their supplies, it is unlikely that any changes will be made in quotations.

EVAPORATED FRUITS.	Per lb.	
Apples, best winter	0 07½	0 08½
Apricots	0 15	0 17
Nectarines, choice	....	0 11½
Peaches, choice	0 09½	0 10½
Pears, choice	....	0 13½
DRIED FRUITS.		
Candied Peels—		
Citron	0 20	0 21
Lemon	0 13½	0 14
Orange	0 13½	0 14

Currants—		
Amalias, loose	....	0 07½
Amalias, 1-lb. pkgs.	....	0 08
Filiatras, fine, loose, new	....	0 07½
Filiatras, packages, new	....	0 08½
Vostizzas, loose	....	0 08½
Dates—		
Dromedary, package stock, per pkg..	....	0 09
Fards, choicest	....	0 12½
Hallowee, loose	....	0 08
Hallowee, 1-lb. pkgs.	0 07½	0 08½
Figs—		
8 crown, 12 lb. boxes, fancy, layer, lb.	....	0 15½
7 crown, 12 lb. boxes, fancy, layer, lb.	....	0 15½
6 crown, 1 12b. boxes, fancy, layer, lb.	....	0 15
Prunes—		
30 to 40, in 25-lb. boxes, faced	....	0 14
40 to 50, in 25-lb. boxes, faced	....	0 13
50 to 60, in 25-lb. boxes, faced	....	0 12
60 to 70, in 25-lb. boxes, faced	....	0 11
70 to 80, in 25-lb. boxes, faced	....	0 10
80 to 90, in 25-lb. boxes, faced	....	0 09½
90 to 100, in 25-lb. boxes, faced	....	0 09
Raisins—		
Malaga, table box of 22 lbs., 3-crown cluster, $2.60; 5-crown cluster	....	3 60
Muscatels, loose, 3 crown, lb.	....	0 08½
Sultana, loose	0 09½	0 11
Valencia, selected	....	0 09
Valencia, 4-cr. layer	....	0 09¼
Cal. seedless, 16 oz.	....	0 11
Seedless, 12 oz.	....	0 09
Fancy seeded, 16 oz.	....	0 10
Choice seeded, 16 oz.	....	0 09½

Prices quoted on all lines of fruits are liable to be shaded for quantities, according to the state of market.

RICE.—Prices are the same, and demand fair. There is nothing startling in the primary market, and little business in import lines will be done until navigation opens.

Rangoon Rices—	Per cwt.
Rangoon "B"	3 60
"C.C."	3 50
India bright	3 75
Lustre	3 85
Fancy Rices—	Per cwt.
Imperial Glace	5 50
Sparkle	5 70
Crystal	5 45
Ice drips	5 80
Snow	5 70
Polished	4 85
Pearl	5 05

Prices are per 100 lbs., packed in bags (250 lbs.), half-bags (100 lbs.), and quarter-bags (50 lbs.); add 10c per 100 lbs. for pockets (25 lbs.), and 20c for half-pockets (12½ lbs.).

Imported Patna—	Per lb.	
Bags, 224 lbs.	0 06	0 06½
Half bags, 112 lbs.	0 06¾	0 06
Quarter bags, 56 lbs.	0 06⅞	0 06½
Velvet head Carolina	0 09¾	0 10½
Sago, brown	0 06¼	0 06
Tapioca—		
Pearl, lb.	0 05	0 05½
Seed, lb.	0 05	0 05½

MOLASSES.—It looks as if lower prices for new crop are not far distant. An offer has been made to one of the largest buyers in Montreal by a large shipper in the Maritime Provinces of new fancy at 38½c, all charges paid to Montreal, with buyer's options until July 15. The shipper is prepared to book further shipments to the end of the year, provided the buyer assumes warehouse charges, such as storage, insurance and interest, amounting to 15c per puncheon per month. The offer is made by a lumberman, who is shipping lumber to Barbadoes on schooners, and is able to take molasses on return at very low rates. Supplies will be brought to Montreal by rail from St. John or Halifax, the rate being 12½c, which is cheaper than direct by water. The above price is a decline on asking prices made by Barbadoes shippers, amounting to 3 or 4c per gallon. Apart from this, conditions remain the same, no sales having been made. Scruttons, who have sent their steamers to Montreal in former years, but whose boats have been taken over by the British Government, are thinking of running one boat here in June or July, for which they want $7.50 a puncheon, whereas the rate a

year ago went as low as $2.50. Rates on sugar are as high, comparatively. The question for the Barbadoes planter is, "Shall I make molasses or sugar? Which will pay me best?" His case is about the same as that of the dairy factories here, who make either butter or cheese, depending on which pays them best. It is not the high prices being quoted which stand in the way of sales, but the fear that if the war ends, dealers will be left with stocks on their hands worth considerably less than what they paid for them.

	Prices for Island of Montreal.	
Barbadoes Molasses—	Fancy.	Choice.
Puncheons	.45	.41
Barrels	.48	.44
Half barrels	.50	.46

For outside territories prices range about 2c lower for fancy; nothing for choice.

Carload lots of 20 puncheons or its equivalent in barrels or half barrels, to one buyer, may be sold at "open prices." No discounts will be given.

Corn Syrups—		
Barrels, per lb., 3¾c; ½ bbls., 4c; ¼ bbls	0 04¼	
Pails, 38½ lbs., $1.95; 25 lbs	1 46	
Cases, 2 lb. tins, 2 doz. in case	2 65	
Cases, 5 lb. tins, 1 doz. in case	3 00	
Cases, 10 lb. tins, ½ doz. in case	2 90	
Cases, 20 lb. tins, ¼ doz. in case	2 85	
Maple Syrups—		
New, pure, per 8½ lb. tin	0 70	
Pure, in 15 gal. kegs, 8c per lb. or, per gal.	1 15	
Maple sugar, pure, per lb.	0 11	0 12

COFFEE.—No change of any importance, and business rather quiet. Dealers are waiting for opening of navigation, when things will improve generally.

Coffee, Roasted—		
Bogotas	0 26	0 30
Jamaica	0 23	0 24
Java	0 31	0 36
Maricaibo	0 22	0 25
Mexican	0 27	0 28
Mocha	0 33	0 36
Rio	0 17	0 20
Santos	0 21	0 23
Chicory, per lb.	0 10	0 12

SPICES.—There is no change in prices to be noted this week. Importers are looking forward to a better season as soon as the first boat arrives.

	5 and 10-lb. boxes.	¼-lb. pkgs. dozen.	¼-lb. tins lb.
Allspice	—0 17	0 70—0 80	—0 24
Cassia	—0 23	0 78—1 05	—0 31
Cayenne pepper	—30	1 08—1 21	—0 36
Cloves	—0 41	1 21—1 31	—0 48
Cream tartar—40c.			
Ginger, Cochin	0 18—0 24	—....	—....
Ginger, Jamaica	—0 23	1 00—1 15	—0 31
Mace	—0 80	1 00—1 15	—1 00
Nutmegs	—0 40	1 08—1 26	—0 75
Pepper, black	—0 25	0 90—1 00	—0 31
Pepper, white	—0 34	1 15—1 20	—0 40
Pastry spice	—0 23	0 95—1 20	—0 31
Pickling spice	—0 16	0 85—1 00	0 80—0 95
Turmeric	0 21—0 23	—....	—....

Lower prices for pails boxes or bailers when delivery can be secured.

Cardamon seed, per lb., bulk	2 00	2 50
Carraway—		
Canadian	....	0 13
Dutch	0 15	0 16
Cinnamon, China, lb.	0 20	....
Mustard seed, bulk	0 19	0 23
Celery seed, bulk	0 36	0 46
Cayenne chillies	....	0 35
Shredded cocoanut, in pails	....	0 19½

NUTS.—New crop brazils have arrived, and price is a little above that of last year. Despatches from France recently reported the sinking of the steamship Vosges in the channel by a German submarine. She carried 2,000 cases of shelled walnuts consigned to Canada. It was expected that this loss would have an effect on the market, but such does not seem to be the case. There is very little market to affect. The primary market for shelled walnuts remains about the same—down to 34c, i.e., for good stuff. Cheaper walnuts are available. How the market will act is hard to say, as there is not sufficient business passing to test the market. For the past ten days there has been very little buying done by the wholesale trade. Nuts in shell are not moving. One of the heaviest demands experienced in this country for nuts in shell is from the Jews during Passover week, during which period they do not eat food touched by the hand. Now that the Passover is ended, the demand for nuts in shell has dropped off enormously.

Almonds, Tara	0 16	0 18
Grenobles, new	0 16	0 16½
Marbots, new	0 15	0 16
Shelled walnuts, new, per lb.	0 34	0 37
Shelled almonds, 28-lb. boxes, per lb.	0 38	0 40
Sicily filberts	0 13	0 14
Filberts, shelled	....	0 23
Pecans, large	....	0 19
Brazils	0 12	0 13
Peanuts, No. 1, 12½c; No. 2	....	0 11¼
Peanuts, No. 3	....	0 10
Canadian chestnuts	....	0 12

DRIED VEGETABLES.—The market is still weak, and few sales are being made. Three-lb. pickers are being offered to the retail trade at $3, with very little effect. Wholesalers declare they would not buy at $2.80, and express the belief that supplies could be secured for $2.75. Brokers are trying to sell their stocks at prices they paid for them with a view to replacing them at 10c less per bushel.

Beans—		
Canadian, 3-lb. pickers, per bushel	3 00	3 15
Yellow, per bushel	....	3 25
Yellow eyes, per bushel	....	3 25
Lima, per lb.	0 07½	0 08
Peas, white soup, per bushel	2 85	3 00
Peas, split, bag, 98 lbs.	....	5 25
Barley, pot, per bag	....	3 00
Barley, pearl	....	4 50

TEAS.—There seems to be more demand for tea since reports reached here of the sinking of several cargoes by German submarines. One belief is that the trade will be staggered when it is known actually how much tea was destroyed. While several important inquiries have been received during the week, there is very little life to business. Black teas continue high. There are more inquiries for Congous for mixing, but these too are short.

CANNED GOODS.—The trade are ordering only according to their wants, and little speculating of any kind is going on. Corn and beans, supplies of which are not so heavy, are in better demand. Peas and tomatoes are in good supply. There is little life to the business, and the ridiculously low prices which were being quoted so freely a few weeks ago seem to have been withdrawn, dealers not being inclined to sacrifice their stocks when there is a possibility of the market being strengthened. Inquiries from Europe do not seem to be coming in so freely now as formerly. Several large shipments have been sent to England recently, one being a few thousand cases of tomatoes, which changed hands at 72½c. Stocks of salmon in British Columbia are gradually being cleaned up. Pinks and Sockeyes are pretty well sold, with plenty of Chums offering. Some parcels of ½-lb. Pinks which were offered recently, have been picked up. A few hundred cases of ½-lb. White Springs are available at a price which would cost the wholesaler more than 2c each laid down in Montreal, so that the retailer could hardly sell them profitably for 5c. A large quantity of Pinks were recently sold at a price slightly less.

MAPLE SYRUP.—Supplies fell off suddenly last week. There have been good days and bad days. There has not been a regular run, the weather having turned a little too cold. A large number of inquiries from farmers were received for prices, but the number fell off with the cold spell last week. Dealers are buying, in many cases, on the quality basis this year. Good syrup bring a good price, and poor syrup a poor price. Farmers are taking more care in the branding this year, on account of the new law which is now in force. The pure stuff only can be branded as maple, and if adulterated, this must be specifically stated. Farmers are not taking chances of losing profits for a whole year by committing a breach of the law. This has had the effect of improving the quality all round. While supplies fell off, there is plenty of time yet for a good crop. Prices remain the same—70c for 8½-lb. tins, and $1.15 for Imp. gallons.

ONTARIO MARKETS.

Toronto, April 8.—The "war taxes" on letters, cheques, and so on will be operating on the 15th of April. On every letter a tax of one cent is imposed; on every cheque, receipt and commercial paper a tax of two cents, both signified by stamps. This is going to mean a difference in the matter of overhead expenses, which will be slight or great according to whether the business itself is small or big. It will make some difference, however, to everybody in the trade.

There was a letter the other day in an English contemporary from a tea man on the question of suggested increased taxation. He said that, while it would be felt by him as a man in a small way of business, he welcomed the opportunity of doing something for the country in which he lived and the nation of which he was a unit. In the words of the Scotsman, "That's the speerit!"

As we forecast a couple of weeks ago, trade in March showed a material improvement over any month since the beginning of war. The fact is there is a much better spirit manifest among grocers, both wholesale and retail. The sunshine and warmer weather, the approach of the opening of navigation, coupled with the undoubted improvement in the employment situation, are all responsible for more cheerfulness

than has been seen for some time. For which, the saints be praised! Collections in the city are much better, and the country remains in good shape. Orders are distinctly larger, and altogether business cannot be grumbled at. This should give our pessimists pause. We are by no means out of the wood, but for what we have received we may as well be truly thankful.

SUGAR.—The holidays have made the New York market more or less featureless at this writing, and this market follows suit. Business is slight and undertone steady.

Extra Granulated Sugars, Montreal Refined—per 100 lbs.	
100 lb. bags	6 86
20 lb. bags	6 96
10 lb. bags	7 01
2 and 5-lb. cartons	7 15
Nova Scotia refined, 100-lb. bags	6 76
New Brunswick refined, 100-lb. bags	6 86
Extra Ground Sugars—	
Barrels	7 26
50 lb. boxes	7 44
25 lb. boxes	7 56
Powdered Sugars—	
Barrels	7 06
50 lb. boxes	7 26
25 lb. boxes	7 46
Crystal Diamonds—	
Barrels	7 51
100 lb. boxes	7 61
50 lb. boxes	7 71
Cartons (20 to case)	8 11
Cartons (50 to case)	8 61
Crystal Dominoes, cartons	8 26
Paris Lumps—	
100 lb. boxes	7 61
50 lb. boxes	7 71
25 lb. boxes	7 91
Yellow Sugars—	
No. 1	6 46

Barrels granulated and yellow may be had at 5c per cwt. above bag prices.

TEA.—On account of the holidays no auction was held last week in London, and there is, therefore, no price change to record. On the other hand, a cable to a prominent house here says: "Fear market will show no easiness at re-opening." This refers to next Monday's auction. We imagine that if there is no advance, market will remain firm at its present level. The difficulty with regard to freights, both at London and Colombo continues. We hear of an importer in Canada who has a thousand tons, or 20,000 chests, of tea at Colombo bought and awaiting shipment, but though he is in need of his purchases, he can't get boats to carry them. This sort of thing is generic rather than specific, and contributes its quota, no doubt, to the exceptionally high prices ruling at present. Stocks of teas in Canada are said to be pretty low, and, therefore, the foreign markets are being watched with eagerness. Meanwhile talk of further duty goes on in England. A new factor is the suggested temperance legislation, in which case any further duty on tea—the likely substitute as a stimulant—is unlikely.

DRIED FRUITS.—We are gradually getting to the end of the season for all lines of dried fruits. Along about Easter business noticeably slacks off, and fresh fruit gets more and more attention. Raisins are moving very freely at prices which have ruled for some time. It is said that the scarcity in evaporated apples is helping the sale of dried peaches. Certainly they are going better than for some weeks. We quote 8½c as general price. Peaches along with prunes and some figs—though this latter to a limited extent only—are moving better because housewives are finding that their own preserved fruit supplies are giving out. Prunes, in 50's to 60's, are finding good business as spot buys. There is some speculative buying on future prunes for delivery in October. Prices are generally lower than last year. Two cents on large sizes and a cent to a cent and a half on small about represents the difference. We quote these figures guardedly; quotations from brokers differ a good deal. But new prunes are certainly cheaper than a year ago. It is said there is quite a lot of buying. Currants and dates are very quiet, business being but average. Figs have moved a trifle better recently.

Apricots—		
Standard, 25 lb. boxes	0 13	0 14
Choice, 25 lb. boxes	0 14	0 14½
Apples, evaporated, per lb.	0 07½	0 08
Candied Peels—		
Lemon	0 13	0 14
Orange	0 13	0 14
Citron	0 19	0 22
Currants—		
Filiatras, per lb.	....	0 07½
Amalas, choicest, per lb.	0 08	0 08¼
Patras, per lb.	0 08¼	0 08½
Vostizzas, choice	0 09½	0 10
Cleaned, ½ cent more.		
Dates—		
Fards, choicest, 12-lb. boxes	0 09½	0 10
Fards, choicest, 60-lb. boxes	0 09	0 09½
Package dates	0 06	0 08½
Hallowees	0 07¼	0 07¾
Prunes—		
30-40s, California, 25 lb. boxes	0 14½	0 15
40-50s, 25 lb. boxes	0 12½	0 13½
50-60s, 25 lb. boxes	0 12	0 12½
60-70s, 50 lb. boxes	0 10½	0 11½
70-80s, 50 lb. boxes	0 09	0 09½
80-90s, 50 lb. boxes	0 08	0 09
90-100s, 50 lb. boxes	0 07½	0 08
25-lb. boxes, ½c more.		
Peaches—		
Choice, 50-lb. boxes	0 08	0 08½
25-lb. boxes ¼c more.		
Raisins—		
Sultanas, choice, new	0 12	0 13
Sultanas, fancy, new	0 14	0 16
Valencia	0 09½	0 10
Seeded, fancy, 1 lb. packets	....	0 10¼
Seeded, choice, 1 lb. packets	0 09¾	0 10¼
Seeded, choice, 12 oz.	....	0 08
Seedless, 16 oz. packets	0 10½	0 11
Seedless, 12 oz. packets	....	0 10

NUTS.—Apparently there are no new Brazils up here yet, though they have been received in Montreal. Outlook isn't of the best for them either. They have certainly proved a red herring this season. Shelled almonds and walnuts are moving fairly well. There is some firmness in filberts. There are no price changes to report. General business is nothing to write home about.

	Per lb.	
In Shell—		
Almonds, Tarragona	0 17½	0 18
Brazils, medium, new	0 10	0 11
Brazils, large, washed, new	0 12	0 13
Chestnuts, peck	1 75	2 00
Filberts, Sicily, new	0 13	0 14
Peanuts, Jumbos, roasted	0 12½	0 13½
Peanuts, hand-picked, roasted	0 11	0 11½
Peanuts, fancy, roasted	0 09	0 10
Pecans	0 17	0 18
Walnuts, Grenoble	....	0 16
Walnuts, Bordeaux	0 11	0 12
Walnuts, Marbots	0 13	0 14
Shelled—		
Almonds	0 37	0 40
Filberts	....	0 35
Peanuts	0 11	0 11½
Pecans	0 58	0 62
Walnuts	0 38	0 40

SPICES.—All lines are very firm; demand is good. Stocks are generally held to be low. Peppers continue especially strong, though there is no advance in prices. Supplies continue difficult to secure.

Spices—	Compound, per lb.	Pure, per lb.
Allspices, ground	....—0 10	....—0 15
Allspices, whole	....—....	....—0 15
Cassia, whole	....—....	0 21—0 26
Cassia, ground	0 14—0 16	0 21—0 26
Cinnamon, Batavia	....—....	0 36—0 40
Cloves, whole	....—....	0 28—0 33
Cloves, ground	0 18—0 22	0 28—0 35
Cream of tartar	0 25—0 35	0 40—0 45
Curry powder	....—....	....—0 35
Ginger, Cochin	0 14—0 17	0 20—0 23
Ginger, Jamaica, ground	0 17—0 20	0 24—0 27
Ginger, Jamaica, whole	....—....	0 24—0 27
Ginger, African, ground	....—....	....—0 18
Mace	....—....	0 80—1 05
Nutmegs, brown, 64s, 52c; 80s, 42c; 100s	....—....	....—0 30
Nutmegs, ground, bulk, 45c; 1 lb. tins	....—....	....—0 50
Pastry spice	....—....	0 22—0 25
Peppers, black, ground	0 14—0 18	0 19—0 22
Peppers, black, whole	....—....	0 20—0 22
Peppers, white, ground	0 19—0 24	0 30—0 33
Peppers, white, whole	....—....	0 30—0 33
Pickling spice	....—....	....—0 15
Turmeric	....—....	0 18—0 20

MOLASSES AND SYRUPS.—Demand is average and business moves along slowly. No new molasses is on this market yet. Discussion as to opening prices on new stuff continues.

Syrups—	Per case.	
2 lb. tins, 2 doz. in case	....	2 65
5 lb. tins, 1 doz. in case	....	3 00
10 lb. tins, ½ doz. in case	....	2 90
20 lb. tins, ¼ doz. in case	....	2 85
Barrels, per lb.	....	0 03¾
Half barrels, lb.	....	0 04
Quarter barrels, lb.	....	0 04¼
Pails, 38½ lbs. each	....	1 95
Pails, 25 lbs. each	....	1 40
Molasses, per gallon—		
New Orleans, barrels	0 26	0 28
New Orleans, half-barrels	0 28	0 30
West Indies, half barrels	0 26	0 28
Barbadoes, fancy, barrels	0 46	0 48
Barbadoes, fancy, half-barrels	0 47	0 51
Maple Syrup—Pure—		
5 gallon cans, 1 to case	6 45	6 60
Gallons, 6 to case	6 60	8 00
½ gallons, 12 to case	6 95	7 25
Quarts, 24 to case, in glass	7 00	7 25
Pints, 24 to case	4 00	5 90
Maple Sugar—		
Pure, per lb.	....	0 12½
Maple Cream Sugar—		
24 twin bars	....	1 80
40 and 48 twin bars	3 60	4 85
Maple butter, lb. tins, dozen	....	1 90

COFFEE.—All lines are firm, and cheaper grades are especially strong. There seems considerable demand for Rios. Prices remain on the old basis, though merchants are still talking of an advance.

Coffee—		
Standard Old Govt. Java	0 36	0 38
Plantation Ceylon	0 32	0 34
Java	0 35	0 40
Arabian Mocha	0 34	0 37
Guatemala	....	0 30
Bucramanga	0 30	0 32
Mexican	0 30	0 32
Maracaibo	0 27	0 30
Jamaica	0 24	0 26
Santos	0 18	0 22
Rio	0 15	0 17
Chicory	....	0 14

RICE AND TAPIOCA.—Steady demand right along. There has been marked activity in Rangoons. Tapioca is firm.

Rice—		
Rangoon "B," per cwt.	....	3 48
Rangoon, per cwt.	3 50	4 00
Rangoon, fancy, per cwt.	....	5 00
Patna, fancy	0 07½	0 09
Tapioca—		
Pearl, per lb.	0 06	0 07½
Seed, per lb.	0 06	0 07½
Sago, brown, per lb.	....	0 05½

MANITOBA MARKETS.

Winnipeg, April 8.—Early as it is, indications already are that the business of April will be quite satisfactory. The month has opened up well, orders from the country being especially good. The business of March was below that of March, 1913, due largely to the discontinuance of orders from contracting firms.

SUGAR.—There is little or no change here. The market is still strong, and

still there appears a probability that prices on the Canadian market will have to be advaneed, although demand is not keen. No change in the syrup situation.

	Per cwt. in sacks.
Sugar, Eastern—	
Standard granulated	7 35
Extra ground or icing, boxes	8 20
Extra ground or icing, bbls.	8 00
Powdered, boxes	8 00
Powdered, bbls.	7 80
Hard lump (100-lb. cases)	8 30
Montreal, yellow, bags	6 95
Sugar, Western Ontario—	
Sacks, per 100 lbs.	7 25
Halves, 50 lbs., per cwt.	6 25
Bales, 20 lbs., per cwt.	5 30
Powdered, barrels	6 55
Powdered, 50s	5 90
Powdered, 25s	7 20
Icing, barrels	7 10
Icing, 50s	7 25
Icing, 25s	7 25
Icing, pails	7 15
Cut loaf, barrels	6 95
Cut loaf, 50s	7 20
Cut loaf, 25s	7 45
Sugar, British Columbia—	
Extra standard granulated	7 35
Bar Sugar, bbls.	7 80
Bar sugar, boxes	8 00
Icing sugar, bbls.	8 00
Icing sugar, boxes	8 20
H. P. lumps, 100-lb. cases	8 30
H. P. lumps, 25-lb boxes	8 55
Yellow, in bags	6 95
Corn Syrup—	
2s, per case 2 doz.	2 73
5s, per case 1 doz.	3 13
10s, per case ½ doz.	3 01
20s, per case ¼ doz.	3 02
B. C. Cane Syrups—	
2-lb. tins, 2 doz. to case, per case	3 15
5-lb. tins, 1 doz. to case, per case	3 50
10-lb. tins, ½ doz. to case, per case	3 30
20-lb. tins, 3 tins to case, per case	3 25

(These prices prevail in Winnipeg, Calgary, Regina, Moose Jaw and Lethbridge. For Edmonton and Saskatoon they are 5c case higher.)

	Per gal.
Molasses—	
Barbadoes	0.53
New Orleans	0 34
Maple Syrups—	Per case.
Imperial quarts, case, 2 doz.	5 40
Imperial ½ gals., 1 doz.	5 55
New, pure, ½ gal. case	9 00
New, pure, ½ gal., quarts, case 2 doz.	9 70
New, pure, quart bottles, case 2 doz.	9 75

DRIED FRUITS.—As far as prices go, the week has seen absolutely no change. Peaches are scaree, but have not been advanced, and raisins remain at the higher figures quoted last week. Apples also are steady. There is a good demand for all these lines.

Apples, evaporated, new, 50's	....	0 08⅛
Apricots, choice, 25's	....	0 13¼
Apricots, choice, 10's	....	0 13¾
Apricots, standard, 25's	....	0 12¾
Currants—		
Dry clean	....	0 08
Washed	....	0 08½
1 lb. package	....	0 08⅞
2 lb. package	....	0 17⅝
Vostizzas, bulk	....	0 10
Dates—		
Hallowee, loose, per lb.	....	0 09
Hallowee, 1 lb. pkgs.	....	0 07½
Fard dates, 12-lb. boxes	....	1 25
Peaches—		
Standard, 25-lb. boxes	....	0 06¾
Choice, 25-lb. boxes	....	0 07½
Choice, 10-lb. boxes	....	0 08½
Raisins, Muscatels—		
3 crown, loose, 25's	....	0 08⅞
3 crown, loose, 50's	....	0 08½
Raisins, Valencias—		
Fine selected	2 40	2 45
Four crown layers	....	2 45
Choice, seeded, lb.	....	0 09¾
Fancy seeded, lb.	....	0 09¾
12-oz. packages, fancy	....	0 08
12-oz. packages, choice	....	0 07½
Raisins, Sultanas—		
Corinthian Giants	....	0 13¼
Superfine	....	0 12½
Finest	....	0 11½
Fine	....	0 10¼
Prunes, in 25-lb. boxes—		
90 to 100	....	0 08¾
80 to 90	....	0 08¾
70 to 80	....	0 09⅜
60 to 70	....	0 10
50 to 60	....	0 11
40 to 50	....	0 11⅜
Table Layer Figs—		
7-crown, 3-lb. boxes, per lb.	....	0 15½
6-crown, 10 lb. boxes, per lb.	....	0 13⅝
5-crown, 10-lb. boxes, per lb.	....	0 12½
4-crown, 10-lb. boxes, per lb.	....	0 11⅞
3-crown, 10-lb. boxes, per lb.	....	0 11⅞
Glove boxes, per doz.	....	1 70
Cooking figs, taps, about 25 lbs., lb.	....	0 05⅞
Cooking figs, choice naturals, 28-lb. bags, per lb.	....	0 05⅝

RICE AND TAPIOCA.—Following the advance of last week the market is quiet, the big demand for rice still being felt. Tapioca still is scarce, and is strong at 4¾c.

Rice and Tapioca—		
No. 1 Japan, per lb.	....	0 05½
No. 2 Japan, per lb.	0 04⅜	0 04⅝
Siam, per lb.	0 04	0 04¼
Patna, per lb.	0 06¼	0 06¾
Carolina, per lb.	....	0 08½
Sago pearl, per lb.	....	0 04⅝
Tapioca, pearl, per lb.	....	0 04¾

NUTS.—Peanuts alone are at all aetive at present.

Nuts—	
Brazil, new stock	0 13
Tarragona almonds	0 19
Peanuts, roasted Jumbos	0 12¼
Peanuts, choice	0 10
Pecans	0 12
Marbot walnuts	0 12½
Grenoble walnuts	0 18
Sicily filberts	0 12¾
Almonds, unshelled	0 17
Shelled almonds	0 40
Shelled walnuts	0 32

BEANS.—The weak tendency to the market noted last week continues. The export demand has undoubtedly fallen off for the time, and, fearing that this will eontinue, some are loading the market with their stoek. Despite this, there has been nothing but a weak tendency, and no price changes have been made locally. If the export demand returns, as is altogether likely, the strong tone to this market is certain to be felt again.

Beans—		
Canadian, hand-picked	3 85	3 95
3-lb. pickers	....	3 65
California Lima Beans—		
Bag lots	....	0 08½
Less than bag lots	....	0 08¾
Barley—		
Pot, per sack, 96 lbs.	....	3 30
Pearl, per sack, 98 lbs.	....	4 30
Peas—		
Split peas, sack, 98 lbs.	....	6 00
Sack, 40's	....	3 02
Whole peas, bushel	....	2 90

TEAS AND COFFEES.—Teas are stronger. There is talk of advances. Coffees locally have not been changed in priee. On the primary market, however, they are stronger, many orders apparently having been placed by buyers who have allowed their stoeks to get low. Large orders, moreover, are being shipped to Europe.

	Per lb.	
Coffee—		
Rio, No. 5, green	....	0 16½
Rio, roasted	....	0 19½
Santos, green, No. 4	....	0 19¾
Santos, roasted	0 26	0 27¼
Chicory, per lb.	0 07	0 08
Teas—		
Japans—		
Choicest basket, fired	0 35	0 45
Choicest, pan fired	0 40	0 50
Very fine, pan fired	0 35	0 40
Medium, pan fired	0 30	0 35
India and Ceylon—		
Souchongs	....	0 30
Pekoe Souchongs	....	0 35
Broken orange and orange	0 40	0 50
China—		
Fine Keelum	0 50	0 60
Good Packlum	....	0 35

WINNIPEG.

FLOUR AND CEREAL.—As is usually the ease at this time of year, the market is exceedingly quiet. The rapid fluctuations of wheat, which, a little time ago were causing uncertainty as to the price of flour, have now ceased. Wheat seems to have struck a practically steady price, and as a result flour for the last two or three weeks has remained at $7.70 per barrel. There does not at present seem any likelihood of a change in this price. In oats, too, the market is quiet. There will hardly be any increase in the demand until navigation opens, when, as is usual, a much greater volume of orders will come in.

	Per bbl.
Manitoba Wheat Flour—	
Best patents	7 70
Second patents	7 40
Low grades	5 40
Rolled oats, 80's	3 30
Standard oatmeal, 96 lbs.	6 15
Cornmeal, 98's	3 50

BRITISH COLUMBIA MARKETS.

By Wire.

Vancouver, April 8. — California fruits are plentiful, Washington apples arriving freely. Local and Golden State vegetables have also arrived in fairly large volume, local products being superior. Vaneouver Island new potatoes, small, are retailing at 20c lb. Texas strawberries have arrived, selling at $6 crate. Best potatoes are up to $20 ton, and onions are now 2¼e lb. New Zealand butter cubes sell at 35e to 36c lb., and New Zealand bricks at 36e to 36½c. Oranges are $2.75 to $3, and lemons $3.75 to $4.25. White figs are easier at 6¼c. Sugar market is steady. No change in flour.

PRODUCE AND PROVISIONS.

Butter, creamery, per lb.	35½c
New Zealand cubes	35—36 c
New Zealand brick	36—36½c
Cheese, per lb., large	20½c
EGGS—	
Local fresh	24 to 26 c
Extra selected	23 c
Vancouver Island	26 c
Lard, 3's, per case	$7 70
Lard, 5's per case	7 60
Lard, 10's per case	7 50
Lard, 20's each	2 50

GENERAL.

Beans, Ontario, per lb.	05½c
Cream of tartar, lb.	50 c
Cocoanut, lb.	18½c
Cornmeal, bail	$3 00
Evap. Apples, 50's	08¾c
Flour, 49's, bbl.	8 55
Lemons, box	3 75 4 25
Potatoes, per ton	20 00
Rolled Oats, bail of 80 lbs.	3 85
Onions, lb.	02¼c
Oranges, box	2 75 3 00
Rice, 50's, sack	1 90
Sugar, standard, gran., per cwt.	7 45
Sugar, yellow, per cwt.	6 80
Walnuts, shelled, lb., 40c; Almonds	42 c

CANNED GOODS.

Apples, gals. 6|case	$1 50
Beans, 2's	2 05
Corn, standard, per 2 dozen case	2 10
Peas, standard, per 2 dozen case	2 05
Plums, Lombard, 2's, case	2 60
Peaches, 2½'s, case	4 50
Strawberries and raspberries, 2's, case	4 80
Tomatoes, standard, per dozen, case	2 20

SALMON.

Sockeye, 1's, 4 doz. case	$9 00
Sockeye, ½'s, 8 doz. case	10 75
Cohoes, 1's, 4 doz. case	4 75
Humpbacks, 1's, 4 doz. case	4 00

DRIED FRUITS.

Apricots, per lb., 14c; Apples, lb.	08¾c
Currants, per lb., 08½c; Raisins, seeded, lb.	09½c
Prunes, 70-80, 25's, lb.	09¾c
Peaches, per lb.	07 c
White Figs, per lb.	07 c

ALBERTA MARKETS.

By Wire.

Edmonton, Alta., April 8.—Fine spring weather is bringing better trade. Rice is firm. Sugar market also firm. Prunes are weaker. A difficulty is being found in obtaining many imported goods, many lines in city being entirely bare. Importers say they can give letters of credit, but they take chances in getting goods. Many Old Country exporters only aecept orders at open prices. No

changes are reported from last week's market prices.

Produce and Provisions—		
Cheese, per lb.	0 21	0 22½
Butter, creamery, per lb.	....	0 39
Butter, dairy, No. 1, 28c; No. 2	....	0 25
Lard, pure, 3's, per case	....	7 85
Lard, pure, 5's, per case	....	7 80
Lard, pure, 10's, per case	....	7 75
Lard, pure, 20's, each	....	2 57
General—		
Beans, Ontario, per bushel	3 75	3 90
Beans, Japan, per bush.	3 90	4 00
Coffee, whole roasted, Rio	....	0 16
Evaporated apples, 60's	0 08½	0 09
Potatoes, per bush.	0 65	0 70
Rolled oats, 20's, 93c; 40's	....	1 83
Rolled oats, bail, $1; 80's	....	3 60
Flour, 98's	3 95	4 10
Rice, per cwt.	....	3 90
Sugar, standard gran., per cwt.	7 80	7 90
Sugar, yellow, per cwt.	....	7 40
Canned Goods—		
Apples, gals., case	....	1 50
Corn, standard, per two dozen	2 00	2 10
Peas, standard, 2 dozen	....	2 10
Plums, Lombard	....	2 20
Peaches	....	3 25
Strawberries, $4.45; raspberries	....	4 00
Tomatoes, standard, per dozen	....	2 50
Salmon, sockeye, 4 doz. talls, case, 1s	....	7 50
Cohoes, 1's, $5.75; humpbacks, 1's	....	4 35
Fruits—		
Lemons	....	4 00

SASKATCHEWAN MARKETS.

By Wire.

Regina, Sask., April 8.—Seeding commenced in this district and at different points throughout the province on or about April 1. Conditions are ideal and weather fine and mild. Markets are fairly quiet. Regina is suffering from a shortage of butter. One large city store was completely sold out on Tuesday. Price has not advanced greatly, as butter is retailing at 35 cents pound. The usual heavy shipments from New Zealand are curtailed as result of the war, which is given as cause. Shortage of feed also had something to do with shortage.

Produce and Provisions—		
Buttery, creamery, per lb.	....	0 35
Butter, dairy, No. 1	....	0 27
Cheese, per lb., large	....	0 20½
Eggs, new laids	....	0 16
Lard, 3's, per case	....	7 80
Lard, 5's, per case	....	7 75
Lard, 10's, per case	....	7 70
Lard, 20's, each	....	2 55
General—		
Beans, Ontario, per bushel	....	3 90
Coffee, whole roasted, Rio	0 17	0 17½
Cream of tartar, lb.	....	0 52
Cocoanut, lb.	....	0 20½
Cornmeal, bail	....	3 12
Evap. apples, 50's	....	0 08½
Flour, 98's	....	3 95
Potatoes, N.R., per bush., 95c; Ontario	....	0 90
Rolled oats, bail of 80 lbs.	....	3 50
Onions, Val.	....	5 :0
Oysters, per gal.	....	2 50
Rice, per cwt.	....	3 90
Sugar, standard, gran., per cwt.	....	7 59
Sugar, yellow, per cwt.	....	6 40
Walnuts, shelled, 44c; almonds	....	0 53
Canned Goods—		
Apples, gals., case	....	1 35
Broken beans, 2's	....	2 55
Beans	....	2 28
Corn, standard, per 2 dozen	....	2 28
Peas, standard, per 2 dozen	....	2 28
Plums, Lombard	2 15	2 28
Peaches	....	3 21
Strawberries and raspberries	....	4 05
Tomatoes, standard, per dozen	2 40	2 65
Salmon—		
Sockeye, 1's, 4 doz. case	....	9 85
Sockeye, ½'s	....	12 35
Cohoes, 1's	....	6 00
Humpbacks, 1's	....	4 60
Fruits and Vegetables—		
Apples, per bbl., in Ontario	....	4 35
Apples, fancy, box	....	1 60
Cranberries, per bbl.	....	7 00
Grapefruit, per cratc	....	4 50
Sweet potatoes, per crate	....	4 50
Lemons	....	4 75
Oranges	3 25	4 00
Dried Fruits—		
Apricots, per lb.	....	0 12¾
Apples, per lb.	....	0 07½
Currants, per lb.	....	0 08⅝
Prunes, 70-80, 25's, lb.	....	0 10½

NEW BRUNSWICK MARKETS.

By Wire.

St. John, April 8.—Business fair, but collections are rather slow in country districts. Navigation opening next week on the river is expected to improve many lines of business. New cheese was marketed this week in fair quantities and with lower quotings at 19½c to 20c. Arrivals of beans from Ontario eased prices somewhat; hand-picked are $3.60 to $3.65, and yellow, $3.85 to $3.90. Currants are higher at 8¾c to 9c. Raisins are firmer, Easter business having been good. Eggs are plentiful, with no change. Butter is firm and scarce.

Produce and Provisions—		
Bacon, breakfast, per lb.	0 20	0 23
Bacon, roll, per lb.	....	0 17
Beef, barrel	23 00	27 00
Beef, corned, 1's	2 75	3 35
Pork, American clear, per bbl.	25 00	26 00
Pork, domestic, per bbl.	24 00	25 00
Butter, dairy, per lb.	0 27	0 28
Butter, creamery, per lb.	0 31	0 32
Eggs	0 20	0 21
Lard, compound, per lb.	0 11¼	0 11½
Lard, pure, per lb.	0 13	0 13½
Cheese	0 20	0 21
Cheese, new	0 19½	0 20
Flour and Cereals—		
Cornmeal, gran.	....	5 75
Cornmeal, ordinary	....	1 85
Flour, Manitoba, per bbl.	....	8 65
Flour, Ontario	....	8 30
Rolled oats, per bbl.	....	8 00
Oatmeal, standard, per bbl.	....	8 50
Fresh Fruits and Vegetables—		
Lemons, Messina, box	....	7 00
Oranges, Val., case	4 00	5 50
Potatoes, bbl.	1 35	1 45
Sugar—		
Standard granulated	....	6 95
United Empire	....	6 85
Bright yellow	....	6 75
No. 1 yellow	....	6 45
Paris lumps	....	7 75
Lemons, Messina, box	....	....
Beans, hand-picked, bush.	3 60	3 65
Beans, yellow eyes, per bush.	3 85	3 90
Canned pork and beans, per case	2 60	2 90
Molasses, fancy, 44c; Barbadoes	0 39½	0 40
Cream of tartar, per lb., bulk	0 38	0 41
Currants, per lb.	0 08¾	0 09
Rice, per cwt.	4 50	4 75

CANNED GOODS.

ONTARIO AND QUEBEC PRICES 1914 PACK

VEGETABLES.

	Group A.
2's Asparagus tips	$ 2 62½
2's Asparagus butts	1 47½
2's Beans, crystal wax	1 05
2's Beans, golden wax, midget	1 25
2's Beans, golden wax	0 95
3's Beans, golden wax	1 32½
Gals., Beans, golden wax	3 77½
2's Beans, Lima	1 22½
2's Beans, red kidney	1 00
2's Beans, Refuge or Valentine green	0 95
3's Beans, Refuge (green)	1 32½
2's Beans, Refuge, midget	1 25
Gals., Beans, Refuge	3 77½
2's Beets, sliced, blood red, Simcoe	1 00
2's Beets, whole, blood red, Simcoe	1 00
2's Beets, whole, blood red, Rosebud	1 30
3's Beets, sliced, blood red, Simcoe	1 35
3's Beets, whole, blood red, Simcoe	1 40
3's Beets, whole, blood red, Rosebud	1 45
3's Cabbage	0 97½
Gals., Cabbage	2 77½
2's Carrots	0 97½
3's Carrots	1 27½
2's Cauliflower	1 37½
3's Cauliflower	1 77½
2's Corn	0 95
2's Corn, Fancy	1 05
Gals., Corn on Cob	4 52½
2's Parsnips	0 97½
3's Parsnips	1 17½
2's Peas, standard, size 4	0 95
2's Peas, early Junes, size 3	0 97½
2's Peas, sweet wrinkles, size 2	1 00
2's Peas, extra fine sifted, size 1	1 40
Gals. Peas, standards	4 07½
Gals. Peas, Early Junes	4 17½
Gals. Peas, sweet wrinkles	4 32½
2½'s Sauer Kraut, Simcoe	0 92½
3's Sauer Kraut, Simcoe	0 97½
Gals. Sauer Kraut, Simcoe	2 77½
2's Spinach	1 15
3's Spinach	1 50
Gal. Spinach	4 55
3's Squash	0 97½
Gals. Squash	2 77½
2's Succotash	0 97½
2's Tomatoes	0 87½
2½'s Tomatoes	0 95
3's Tomatoes	1 00
Gals., Tomatoes	2 92½
3's Turnips	0 97½

FRUITS.

3's Apples, Standard	0 82½
3's Apples, Preserved	1 00
Gals. Apples, Standard	2 05
Gals. Apples, Preserved	3 00
2's Blueberries, standard	1 52
2's Blueberries, preserved	1 82½
Gals. Blueberries, std.	6 57½
2's Blk. cherries, pitted, H.S.	1 92½
2's Blk. cherries, not pitted, H.S.	1 52½
2's Red ptd. cherries, H.S.	1 92½
2's Cherries, red, pitted, L.S.	1 45
2's not ptd., red cherries, H.S.	1 52½
Gals. ptd. red cherries	8 62½
Gals. not ptd. red cherries	8 02½
2's Cherries, white, ptd., H.S.	1 92½
2's Cherries, white, not ptd., H.S.	1 52½
2's Black currants, H.S.	1 47½
2's Preserved black currants	1 77½
Gals. black currants, st'd.	5 27½
Gals. black currants, solid pack	8 27½
2's Red currants, H.S.	1 47½
2's Red preserved currants	1 77½
Gals. red currants, standard	5 27½
Gals. red currants, solid pack	8 27½
2's Gooseberries, H.S.	1 47½
2's Gooseberries, preserved	1 77½
Gals. gooseberries, standard	7 02½
Gals. gooseberries, solid pack	8 77½
2's Grapes, white, Niagara, preserved	1 42½
Gals. Grapes, white, Niagara, standard	3 22½
2's Lawtonberries, heavy syrup	1 97½
2's Lawtonberries, L.S. (group B)	1 45
2's Lawtonberries, preserved	2 17½
Gals. Lawtonberries, std.	7 07½
2's Peaches, white, heavy syrup	1 77½
2½'s Peaches, white, heavy syrup	2 02½
3's Peaches, white, heavy syrup	2 12½
1½'s Peaches, yellow, flats, heavy syrup	....
2's Peaches, yellow, heavy syrup	1 77½
2½'s Peaches, yellow, heavy syrup	2 02½
3's Peaches, yellow, heavy syrup	2 12½
3's Peaches, yellow, whole, heavy syrup	....
3's Peaches, pie, not peeled	1 17½
3's Peaches, pie, peeled	1 62½
Gals. Peaches, pie, not peeled	3 02½
Gals. Peaches, pie, peeled	4 77½
Gals. pie fruits, assorted (add 5%)	....
2's Pears, Bartlett, heavy syrup	1 52½
2½'s Pears, Bartlett, heavy syrup	2 02½
3's Pears, Bartlett, heavy syrup	2 02½
2's Pears, Flemish Beauty, heavy syrup	1 52½
2½'s Pears, Flemish Beauty, heavy syrup	1 77½
3's Pears, Flemish Beauty, heavy syrup	2 02½
2's Pears, Keiffers, heavy syrup	1 27½
2½'s Pears, Keiffers, heavy syrup	1 52½
3's Pears, Keiffers, heavy syrup	1 77½
2's Pears, light syrup, Globe	1 12½
3's Pears, light syrup, Globe	1 42½
3's Pears, pie, not peeled	1 12½
3's Pears, pie, not peeled	1 42½
Gals. Pears, pie, peeled	3 77½
Gals. Pears, pie, not peeled	2 77½
Barrels, per cwt.	5 55
2's Pineapples, sliced, heavy syrup	1 92½
2's Pineapples, shredded, heavy syrup	1 47½
2's Pineapple, whole, heavy syrup	1 92½
3's Pineapples, whole, heavy syrup	2 47½
2's Pineapples, sliced, Hygeian brand	2 00
2's Plums, Damson, light syrup	0 97½
3's Plums, Damson, light syrup	1 37½
2's Plums, Damson, heavy syrup	1 07½
3's Plums, Damson, heavy syrup	1 42½
Gals. Plums, Damson, standard	2 77½
2's Plums, Egg, heavy syrup	1 12½
2½'s Plums, Egg, heavy syrup	1 37½
3's Plums, Egg, heavy syrup	1 47½
2's Plums, Green Gage, light syrup	1 00
2's Plums, Green Gage, heavy syrup	1 12½
3's Plums, Green Gage, light syrup	1 37½
3's Plums, Green Gage, heavy syrup	1 47½
Gals. Plums, Green Gage, standard	3 02½
2's Plums, Lombard, light syrup	0 97½
2½'s Plums, Lombard, light syrup	1 27½
3's Plums, Lombard, light syrup	1 37½
2's Plums, Lombard, heavy syrup	1 07½
2½'s Plums, Lombard, heavy syrup	1 27½
3's Plums, Lombard, heavy syrup	1 42½
Gals. Plums, Lombard, standard	2 77½
2's Raspberries, black, H.S.	1 97½
2's Raspberries, black, L.S. (group B)	1 45
2's Raspberries, black, preserved	2 17½
Gals. Raspberries, black, std.	7 07½
Gals. Raspberries, black, solid pack	9 32½
2's Raspberries, red, H.S.	1 97½
2's Raspberries, red, L.S. (group B)	1 45
2's Raspberries, red, preserved	2 17½
Gals. Raspberries, red, std.	7 32½
Gals. Raspberries, red, solid pack	9 32½
2's Rhubarb, preserved	1 57½
3's Rhubarb, preserved	2 32½
Gal. Rhubarb, standard	3 57½
2's Strawberries, H.S.	2 17½
2's Strawberries, preserved	2 32½
Gals. Strawberries, standard	7 57½
Gals. Strawberries, solid pack	9 82½
(Group B, 2½c dozen lower.)	
Salmon—	
Sockeyes, talls, 1's, per doz.	2 47½
Sockeyes, talls, ½'s, per doz.	1 55
Sockeyes, flats, 1's, per doz.	2 52½
Pinks, 1's, per doz.	1 20
Pinks, ½s, per doz.	0 85
Cohoes, 1's, per doz.	1 65
Cohoes, ½'s, per doz.	0 95

BIG MEAT ORDER.

The Commission for Relief in Belgium, with headquarters in New York, announce that it had placed contracts within the last few days for 6,000,000 pounds of bacon, fat backs, lard and pickled beef for shipment to the non-combatants in Belgium.

Fruit and Vegetables

Easter Fruit Business Good

Vegetables Will Not Be Dear This Spring—No General Scarcity—Good Demand for Strawberries—Cucumbers Sell Well—Lemons Firmer—Cranberries a Drug on Market.

MONTREAL.

FRUIT.—Easter business was fairly good, although not up to the average. The demand for oranges was exceptionally good, and apples too, although that market is almost finished. There was a good demand for strawberries, sales being made at 50c, but when the demand became heavy, wholesalers raised their prices to 55c. There are no cars of strawberries in yet; nothing but express berries. Lemons are a little higher this week, 33 size being quoted at 3.00, and 2.75 for six box lots. Cranberries can almost be left out of consideration altogether, as the demand is practically negligible. Pineapples are quoted as low as 4.00, but at that price they are liable not to be ripe.

Apples—		
Baldwins, No. 1, bbl.	....	3 75
Ben Davis, No 1, bbl.	....	4 00
Spies, No. 1, bbl.	....	4 50
Starks, No. 1	....	4 00
Russets, No. 1, bbl.	....	4 50
Fameuse, No. 1, bbl.	....	6 00
McIntosh Reds, No. 1, bbl.	....	6 00
No. 2 varieties, 50c to $1 less per barrel.		
Bananas, crate	2 00	2 25
Cocoanuts, sack	....	4 00
Cranberries, bbl.	....	5 00
Grapefruits, case	2 00	2 50
Grapes, Malaga, keg	5 00	6 00
Grapes, Belgium bothouse, lb.	....	1 25
Lemons—		
Messina Verdelli, extra fancy, 300 size	2 75	3 00
Oranges—		
Cal Navel, 126-150-176-200-216-250-288	....	3 00
Cal., 96-100 size box	....	3 00
Florida, 176-200-216	....	3 00
Florida, 126-150	....	3 00
Mexican, 126-150-176-200-216-250	2 00	2 25
Valencias, 714 size, large cases	....	4 50
Bitter oranges	2 00	2 50
Pineapples, 18-24 per crate	4 00	4 50
Strawberries, per box	....	0 40

VEGETABLES.—It is the belief in the trade that vegetables will not be exceptionally dear this spring. About this time, if there is any scarcity, they usually take a jump, but there is not a scarcity. One of the few exceptions is Canadian cabbage, which are now worth $2. but as soon as New York cabbage commences to come in, the price will be down. A big storm down the east coast has affected supplies, such as spinach, young onions and cabbage. If it results in any scarcity, prices on some of these lines are likely to be higher. Spinach, which is quoted at 3.90-4.00 has not been so high before probably as this winter. New cabbage is cheaper—3.75-4.00 per crate, but the public seem to be favoring old cabbage. Cucumbers are selling for 1.50-2.00, which is lower than for some time. Good quality cucumbers cost 2.00. Local parsley is now being bought instead of that from New York, the price being 30c per doz. bunches. The quality is better, but it does not hold up quite as long. Florida celery is worth 3.50, and few California crates have been coming in selling for 7.00. Parsnips are up 25c. now being quoted 1.25. Radishes around Easter sold for 65c., but there are cheaper ones on the market.

Beets, new, crate	....	2 50
Beets, bag	....	0 [illegible]
Beans, wax, basket	....	7 00
Beans, green, basket	....	7 00
Cabbage, per bbl.	2 00	2 50
Cabbage, red, per bbl.	....	1 50
Cabbage, new, bbl.	3 75	5 00
Carrots, bag	....	0 75
Carrots, new, crate	....	2 75
Cauliflowers, Florida-Cal., doz.	2 75	3 00
Cucumbers, fancy, doz.	1 50	2 00
Celery, Florida	....	3 50
Horseradish, lb.	....	0 12½
Leeks, bunch	....	0 30
Curly lettuce, per box, 2 doz.	....	2 00
Curly lettuce, per box, 1 doz.	....	1 75
Mushrooms, 4 lbs., basket	....	2 25
Onions—		
Spanish, per case	....	5 00
Red, 100-lb. bags	1 75	2 00
Yellow, 100-lb. bag	2 00	2 25
Parsnips, bag	....	1 25
Parsley, Canadian, doz. bunches	....	0 35
Peppers, green, 3½-qt. basket	....	0 60
Potatoes—		
Montreal, bag	....	0 55
Green Mountain	0 65	0 70
New, bbl.,	....	9 50
Potatoes, sweet, Jersey, hpr.	....	2 50
Radishes, doz.	0 35	0 65
Rhubarb, hothouse, doz.	0 75	1 25
Spinach, American, in bbls.	2 90	4 00
Turnips, bag	....	0 75
Tomatoes, Florida, crate	....	4 00
Tomatoes, Babamas, crate	....	3 50
Watercress, American, doz.	0 90	1 00
Watercress, Canadian, doz.	....	0 50

TORONTO.

FRUIT.—Lemons have firmed up, and are selling at $3 to $3.50 a crate. There is a very good demand. Spies are higher at $4.50 to $5, and are selling well. Cranberries have dropped again to $5. Curious situation in this line; some are selling, we hear, considerably higher, but most people find them hard to sell even at $5. Public don't appear to want them now. Strawberries are in good demand at 40 to 45 cents. The fruit is excellent, and orders are coming in right along. Pineapples continue a good seller. Bananas are moving better. They have had a somewhat dull winter, taking it by and large, but are picking up now. Cocoanuts proved a good holiday line, and are firm at $4 to $4.50. Outside price is a trifle higher than our recent quotation. Navels continue best seller of all. There seems to be no let up on demand for them. General Easter business was good. Orders are larger in character. Hand-to-mouth adjective is getting out of style, though business is by no means what it was, all round, this time last year.

Apples—		
Wagners	....	2 75
Greenings	2 75	3 25
Baldwins	2 50	2 75
Spies	4 50	5 00
Seeks	2 25	2 50
Canada Reds	2 50	2 75
No. 2s, 40-50c less.		
Bananas, per bunch	1 40	1 75
Cocoanuts, sack	4 00	4 25
Cranberries	5 00	5 25
Grapes—		
Canadian, 6-qt. bkts.	0 16	0 20
Tokays	....	2 50
Malaga, barrel	4 50	6 00
Malaga, fancy, barrel	5 00	6 00
Belgian, per lb.	....	1 25
Grapefruit	2 75	3 00
Oranges—		
Florida	2 25	2 50
California navels	2 50	2 75
Lemons, Messinas	3 00	3 50
Lemons, California	3 00	3 50
Limes, per 100	....	1 25
Pears—		
California, box	....	3 25
Canadian, late varieties	0 25	0 30
Pineapples, Porto Rico, case 1....0	4 75	5 00
Strawberries, qt. box	0 40	0 45

VEGETABLES.—Carrots, beets and parsley from across the border continue to come in in increasing quantity, and are being bought up rapidly. Trade in these lines has been very poor all winter particularly so in carrots, but it is bracing up some now. We quote 75 cents on carrots. Potatoes are having an average sale. They displayed some activity last week, but have settled back to normal. Mushrooms are moving fairly well. We quote 70 to 90 cents. Four-pound baskets sell for $2.80 up. Standard price is difficult to arrive at, but it is probably nearer the 70 cents than the 90. Cucumbers from Chicago are a good seller. California celery holds firm and is in

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Fish and Oysters

Fresh Lake Erie Whitefish

Sells Well at 18c—Lobsters Had Good Easter Trade — Fresh Fish is Getting the Business — Dealers Prepare for Influx—Good Demand Over Holiday—Keeping Up This Week.

MONTREAL.

FISH AND OYSTERS.—This is supposed to be the smallest fish week of the year, following right after Easter, but fish is becoming such a popular dish, it is expected by the trade that the turnover will be ahead of the corresponding week of a year ago. There are good supplies of frozen fish available at low prices, but fresh fish is coming so plentifully at such reasonable prices, trade will close out on fresh fish entirely this week. Large consignments of western fish are coming in, and prices as a consequence are weakened some, halibut being down to 10-12. Stormy weather has interfered east with the production of fish generally, and stiff prices are looked for, especially on haddock, codfish, and so forth. Gaspereaux have started to arrive, and are selling freely at 3½-4c apiece. Fresh herrings are also expected in a few days. The demand has been exceedingly good the past few days on dore, pike, perch, and all kinds of river fish on account of the feast of the Passover, which is now ended. Dore sold as high as 20-22c per lb., which is a record price. A few shad are coming in from the States, but are selling at prohibitive prices. Flounders are plentiful, and prices desirable. Lobsters and scollops are easier on account of larger supplies. Bulk oysters have been scarce on account of a storm in the region where oysters are secured.

TORONTO.

FISH AND OYSTERS.—Easter turned out a good season for the fish men in this market. The hotel trade is said to have been better than for some years, managers demanding more so far as quantity goes, and more variety. Fresh fish was especially in demand in the hotels, and sales of it superseded sales of frozen. This is true of general trade too. The demand is all for fresh fish, when it can be had. The majority of merchants are still running heavily in the frozen lines, though. Fresh caught Lake Erie whitefish is in to one or two merchants. It sells well at 18 cents. The first lot on the market last week was quickly gobbled up. Lobsters had a very good run over the holiday, though demand has fallen off some since. Fresn halibut from the West moves well at 15 cents. Haddock and cod have their usual trade. Flounders at 14 cents find a ready sale. There will be more fresh fish on the market after this week. Up to now, fresh fish trade has only interested one or two, but big shipments to most fish men are expected shortly. End of Lent has not perceptibly affected demand for fish. One retailer says he had one of the best weeks he ever remembers last week, selling all sorts of lines from eight cents to fifty.

SMOKED FISH.

	Montreal	Toronto
Haddies, per lb., new cured	.07-.08	.10-.12
Haddies, 15-lb. and 30-lb. boxes, lb.	.07-.07½	.10-.12
Haddies, fillets, per lb.	.08	.12
Haddies, Niobe, boneless, per lb.	.08½	...
Herring, Ciscoe, per box	1.40	.12
St. John bloaters, 100 in box	110	1.20
Yarmouth bloaters, 60 in box	1.20	1.27
Smoked herrings, medium, box	.20	...
Smoked boneless herrings, 10-lb. box	1.10	...
Kippered herrings, selected, 60 in box	1.50	1.25-1.60
Smoked salmon, per lb.	.25	.23
Smoked halibut	...	.20

FROZEN FISH—SEA FISH.

	Montreal	Toronto
Salmon—		
Gaspe, large, per lb.	.15	.21
Red, steel heads, per lb.	.12	.12-.13
Red, sockeyes, per lb.	.12	.10
Red, Cohoes or silvers, per lb.	.08-.08½	.10
Pale, qualla, dressed, per lb.	.07-.07½	.07½-.08
Halibut, white western, large and medium, per lb.	.07½-.08	.09
Halibut, eastern chicken, per lb.	.07½-.08	.10
Mackerel, bloater, per lb.	.07½-.08	.09
Haddock, medium and large, lb.	.03½-.04	.10-.12
Market codfish, per lb.	.03½	.04
Steak codfish, per lb.	.04-.04½	.10
Canadian soles, per lb.	.06	...
Blue fish, per lb.	.15-.16	...
Smelts	.09	.18-.20
Herrings, per 100 count	3 00	....
Round pike	.05-.5½	....
Grass pike	.06	.06½

DRIED AND PREPARED FISH.

Dried codfish, medium and small, 100 lb.	7 00	7 50
Dried hake, medium and large, 100 lb.	6 00	....
Dried pollock, medium and large, 100 lb.	6 00	....
Dressed or skinless codfish, 100-lb. case	7 25	8 00
Boneless codfish, 2-lb. blocks, 20-lb. bxs., per lb.	0 08	0 08
Boneless codfish, 2-lb. blocks, 20-lb. bxs., per lb.	0 07	0 07
Boneless codfish, strips, 20-lb. boxes	0 12	0 10
Shredded codfish, 12-lb. boxes, 24 cartons, a box	1 80	1 80
Boneless codfish, in 2-lb. and 3-lb. boxes	0 15	0 15

BULK OYSTERS, CLAMS, ETC.

Standard, solid meats, gal.	1 70	1 75
Standard, bulk, gal.	1 40	1 40
Selects, per gal., solid meat	2 00	2 50
Best clams, imp. gallon	1 50	....
Best scollops, imp. gallon	2 00	2 25
Best prawns, imp. gallon	2 25	....
Best sbrimps, imp, gallon	2 25	....
Sealed, best standards, qt. cans, each	0 40	....
Sealed, best select, quart cans, each	0 50	....

CLAMS, MUSSELS AND SHELL FISH, CRUSTACEANS, ETC.

Cape Cod shell oysters, per bbl.	8 00	....
Canadian cultivated oysters, bbl.	9 00	10 00
Clams, per bbl.	6 00	8 00
Live lobsters, small, lb.	0 15	0 45
Live lobsters, medium and large, lb.	0 23	....
Live lobsters, medium and large	0 25	....
Winkles, busb.	2 00	....
Little Necks, per 100	1 25	....

FRESH FISH.

	Montreal	Toronto
Halibut	10-12	0 15
Haddock, fancy, express, lb.	5-6	0 08
Steak cod, fancy, express, lb.	0 07	0 10
Carp	0 12	....
Herrings, Gaspereaux	3½-4	....
Flounders	6½-7	0 14
Salmon, Western	0 32	0 30
Salmon, Eastern	0 55	....
Dore or pickerell	0 20	0 22
Pike	0 09	0 10
Perch	0 07	0 08
Suckers	0 06	0 07

FROZEN—LAKE AND RIVER.

White fish, large, per lb.	.08½-.09	.09
White fish, small tulibees, per lb.	.05½-.06	.07
Lake trout, large and medium, lb.	.09	.12
Dore, dress or round, lb.	.08	.09-.10
Pike, dressed and headless, lb.	.06-.06½	.07
Pike, round, per lb.	.05½-.06	.06-.07

PICKLED FISH.

Salmon, Labrador, tierces, 300 lb.	20 00	....
Salmon, Labrador, bbls., 200 lbs.	14 00	....
Salmon, Labrador, half bbls., 100 lbs.	7 50	....
Salmon, B.C., bbls.	13 00	14 00
Sea trout, Baffin's Bay, bbls., 200 lb.	12 00	....
Sea trout, Labrador, bbls., 200 lb.	12 00	....
Sea trout, Labrador, half bbls., 200 lb.	6 50	6 50
Mackerel, N.S., bbls., 200 lb.	12 00	....
Mackerel, N.S., half bbls., 100 lb.	7 00	....
Mackerel, N.S., pails, 20 lbs.	1 75	2 00
Herrings, Labrador, bbls.	6 00	6 25
Herrings, Labrador, half bbls.	3 25	3 25
Lake trout, 100-lb. kegs	6 00	6 00
Quebec sardines, bbls.	6 00	....
Quebec sardines, half bbls.	3 50	....
Tongues and sounds, per lb.	0 07½	....
Scotch herrings, imported, half bbls.	8 00	....
Holland herrings, imp'ted milkers, hf bbls	8 00	....
Holland herrings, imp'ted milkers, kegs.	0 95	0 75-1 00
Holland herrings, mixed, half bbls.	7 00	....
Holland herrings, mixed, kegs	0 85	0 70-0 95
Lochfyne herrings, box	1 35	....
Turbot, bbl.	14 00	....
Green cod, No. 1, bbl.	10 00	10 00
Green cod, No. 2, bbl.	8 50	8 50

WINNIPEG.

FISH.—Following the rush of business during Easter week—which proved, as was expected, the heaviest week of the year—this market has been quiet. It is not likely now that there will be any great revival in trade until the lake fish begin to come on the market. Fresh halibut and salmon are now here and

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Produce and Provisions

Hog Prices are Firm

After Two Weeks of High Levels, Poultry Sell More Cheaply—Big Jewish Demand Falls Off —New Laids Likely to Decline—Butter Trifle Easier—Cheese Firm and High— Hog Prices Will Hold.

MONTREAL.

PROVISIONS.—The demand for Easter on smoked and cured meats was good, but not as good as in former years. There was a plentiful supply of fresh pork cuts, such as shoulders, on the market, which somewhat injured the demand for smoked meats. There should be a good demand for all pork products now, as prices are liable to go up soon. On March 4, prices paid in Toronto for hogs was $8, and a month later there is an advance of a dollar. Therefore, an advance is bound to take place before long. Nevertheless, retailers are fairly well stocked up, having bought considerable for Easter. Stores report good business for Easter.

Hams—		
Medium, per lb.		0 27
Large, per lb.		0 16
Backs—		
Plain, bone in		0 21
Boneless		0 23
Peameal		0 24
Bacon—		
Breakfast, per lb.	0 18	0 19
Roll		0 16
Shoulders, bone in		0 14
Shoulders, boneless		0 15
Cooked Meats—		
Hams, boiled, per lb.	0 24	0 25
Hams, roast, per lb.		0 28
Shoulders, boiled		0 25
Shoulders, roasted		0 26
Dry Salt Meats—		
Long clear bacon, 50-70 lbs.		0 15½
Long clear bacon, 80-100 lbs.		0 14½
Flanks, bone in, not smoked		0 15½
Barrelled Pork—	Per bbl.	
Heavy short cut mess		26 00
Heavy short cut clear		26 00
Clear fat backs		29 00
Clear pork		27 00
Lard, Pure—		
Tierces, 350 lbs. net		0 12
Tubs, 50 lbs., net		0 12¾
Boxes, 50 lbs., net		0 12¼
Pails, wood, 20 lbs., gross		0 12½
Pails, tin, 20 lbs., gross		0 12½
Cases, 10 lb. tins, 60 in case		0 12¾
Cases, 3 and 5-lb. tins, 60 in case		0 14
Bricks, 1 lb., each		0 14½
Lard, Compound—		
Tierces, 375 lbs., net	0 09¾	0 10
Tubs, 50 lbs., net		0 10½
Boxes, 50 lbs., net		0 10¼
Pails, wood, 20 lbs., net		0 10¾
Pails, tin, 20 lbs., gross		0 10¾
Cases, 10-lb. tins, 60 in case		0 11½
Cases, 3 and 5-lb. tins, 60 in case		0 11½
Bricks, 1 lb., each		0 12½
Hogs—		
Dressed, abattoir killed	12 25	12 50

BUTTER.—Market is almost right about face. Fresh made supplies have not been coming in very freely, and many Montreal dealers having run short, have been buying from their fellows. Under these conditions the market rose again, and prints are now selling at 35½c, and solids at 35c.

Butter—		
Finest creamery		0 35
Daily prints		0 30
Dairy, solids		0 28
Separator prints		0 28
Bakers'		0 26

CHEESE.—No new cheese has come in yet, although two or three factories have advised the trade that they intended starting. At any rate, new cheese may be expected in a week or so, and with it lower prices. Market for old stock is strong, and prices remain as high as ever.

Cheese—		
Cheese	0 18	0 19
Old specials, per lb.		0 20
Stilton	0 19	0 20

EGGS.—Market was well supplied for the Easter trade, and quite a few were carried over. The selling price went down a cent. The market is very easy, and large operators are expecting to get prices considerably lower before storing commences.

Eggs, case lots—		
New laids		0 22
Splits, new laid		0 20

POULTRY.—There was a splendid demand last week, especially for fowl, on account of the Passover holidays. A quieter week is expected now. For this reason lower prices are expected on fowl, especially live stock. Last week good live fat fowl brought 22-23c, whereas it will sell this week as low as 19c. Small fowl sold for 18c, and will be available now for 16c. Dressed fowl brought 17-18c., and dressed milk fed chickens 19-23c. Very few live chickens are offering, and there will be no spring chicken until May, when they will command 1.50 a pair. Last year's spring chicken, dressed, brought as high as 25c per lb. last week. As there are few turkeys on the market, and as the demand is good, high prices have been asked, which are likely to be maintained. Farmers are asking 25c for their turkeys, which means that the retailer must pay close on 30c dressed. Live ducks are hard to get, and are worth 30c, whereas dressed are only worth 18c. The demand for ducks is still heavy. Dressed geese are bringing 12-14c, and live 15c. The demand now for geese is not heavy and will be later on in the season.

Fresh Stock—	Live.	Dressed.
Fowl, 5 lbs. and over	19	17—18
Fowl, small	16	14—16
Spring chicken	14—15	16—20
Fancy, crate-fed chickens, 5 lbs.	14—18	19—23
Turkeys, fancy		25—30
Ducks	30	16—18
Geese	13—15	30
Pigeons, pair		30—35
Squab pigeons, pair		50

TORONTO.

PROVISIONS.—Easter proved a good season for meats, particularly bacons, which are all firm. So far as hog products generally are concerned, it looks as if they would keep, as least, at present values. Canadian packers have been making money out of war orders. While market values of swine have been high in Canadian markets packers have been selling to the British Government, on contract, at corresponding price levels. This has meant, in many cases, working at capacity output, and will continue till the end of the war. Lard is a trifle firmer in the pure, and we quote 11¾ to 13 for tubs of 60 pounds.

Hams—		
Light, per lb.	0 16	0 16½
Medium, per lb.	0 17	0 17½
Large, per lb.	0 14½	0 15
Backs—		
Plain, per lb.	0 20	0 21
Boneless, per lb.	0 23	0 24
Pea meal, per lb.	0 24	0 24
Bacon—		
Breakfast, per lb.	0 18	0 22
Roll, per lb.	0 14	0 15¼
Shoulders, per lb.	0 13½	0 14
Pickled meats—1c less than smoked.		
Dry Salt Meats—		
Long clear bacon, light	0 13½	0 14
Cooked Meats—		
Hams, boiled, per lb.	0 22	0 23
Hams, roast, per lb.	0 23	0 24
Shoulders, boiled, per lb.	0 20	0 21
Shoulders, roast, per lb.	0 20	0 21
Barrelled Pork—		
Heavy mess pork, per bbl.	25 00	26 00
Short cut, per bbl.	27 00	29 00
Lard, Pure—		
Tierces, 400 lbs., per lb.	0 11	0 11½
Tubs, 60 lbs.	0 11¾	0 13
Pails	0 12	0 12½
Tins, 3 and 5 lbs., per lb.	0 12¾	0 12½
Bricks, 1 lb., per lb.	0 13	0 13½
Lard, Compound—		
Tierces, 400 lbs., per lb.	0 09	0 09½
Tubs, 50 lbs., per lb.	0 09¾	0 10
Pails, 20 lbs., per lb.	0 10	0 10¼
Hogs—		
F.O.B., live, per cwt.		7 45
Live, fed and watered, per cwt.		7 75
Dressed, per cwt.	10 00	10 50

BUTTER.—There is a tendency towards somewhat lower prices. Deliveries are better than they have been, although they show up badly compared to the same period last year. Stocks in store, however, have helped to make up to some extent, though these are light themselves. Creamery prints are worth from 34c to 36c. There is a good demand: whatever comes in is eagerly snapped up. Some lots of new milk butter have been received and just what the prices on the new make will be is a nice point. If receipts do not improve, there might be a sharp advance in prices.

Butter—		
Creamery prints, fresh made	0 34	0 36
Separator prints	0 28	0 29
Dairy prints, choice	0 27	0 28
Dairy, solids	0 23	0 25
Bakers	0 20	0 24

CHEESE.—Prices remain very firm and unchanged. Most cheese seems to be going for export, although there is doubtless a lot of American cheese leaving Atlantic ports. Freight rates are proving somewhat prohibitive but apparently they are not affecting Canadian exports much, as there is precious little cheese for home consumption. New make is eagerly awaited, and discussion as to prices is rampant. It is not thought that much will make its appearance this month.

Cheese—		
Old, large	0 19	0 19½
Old, twins	0 19¼	0 19¾
New, large	0 18	0 18½
New, twins	0 18¼	0 18¾

EGGS.—There are no price changes to report. It is too soon after Easter to look for any decline in the price of new laids. Holidays proved a good season for egg trade. The price of 22 to 23c was so accommodating that the consumer demand was enormous. Deliveries, however, were correspondingly heavy. It is thought that levels will be shaded some from now on.

Eggs—		
New laid, in cartons	0 22	0 23
New laid	0 20	0 21
Cracked eggs	0 18	0 19

POULTRY.—The two weeks of Jewish holidays put the poultry men in right—or at any rate, prices realized were very attractive. They are now off again, down in nearly all lines 3 to 4c. Fowl which a week ago brought 18c is worth 14c now. That applies in the main, to live stuff. There was a scarcity on the market of fowl; indeed, no poultry was any too plentiful. The Jews probably went out into the country and bought what they wanted first-hand. There is hardly any chicken on the market and our quotation of 12 to 14c is probably under the market level. It is certainly under the price at which sales were made last week.

Fresh Stock—	Live.	Dressed.
Fowl	12—15	13—15
Spring chicken, lb.	12—16	15—18
Fancy, crate-fed chicken, 5 lbs.	16—18	18—20
Turkeys, fancy		20—24
Turkeys, old Tom	15—16	18—20
Ducks	12—14	15—17
Geese	10—12	10—13

WINNIPEG.

PRODUCE.—Eggs still continue to be the one line which is plentiful at the present time. For all other goods a scarcity is noted.

No change in quotations for cured meats. Lards, however, as has been predicted for some time, have advanced again, tierces now being quoted at 13c per lb. Other quotations as given below.

Cured Meats—		
Hams, per lb.		0 20
Shoulders, per lb.		0 15
Bacon, per lb.		0 25
Long clear, D.S., per lb.		0 14
Mess pork, bbl.		21 00
Lard—		
Tierces		13 00
Tubs		7 95
Pails		2 73
Cases, 5s		8 32
Cases, 3s		8 40

BUTTER.—Little or no supply is being received at the present time. This is not only due to the bad roads making it hard to bring butter to the city, but as a matter of fact there is little being made at the present time. Quotations are still at 35c for creamery, and will not likely change until an improvement in the roads and a better supply of milk results in larger stocks being received.

Butter—		
Creamery, Manitoba		0 35
Dairy	0 27	0 31
Cooking	0 22	0 23
Bricks, 1 lb., per lb.	0 13	0 13¼

CHEESE.—No change in this market whatever. Prices are at figures which held last week.

Cheese—		
New, large		0 20
New, twins	0 20½	0 21

EGGS.—The market is still weak, though there has been no drop in price since last week, new-laids still being quoted at about 20c. Local supplies are good, and are continuing to come in steadily.

Eggs, New Laid, doz.	0 20

POULTRY.—Little movement in this line. Still there are some stocks on hand which are selling as quoted below.

Fresh Stock—		
Turkeys, per lb.	0 14	0 25
Ducks, per lb.	0 10	0 16
Chickens, per lb.	0 10	0 30
Geese, per lb.	0 15	0 17

FRUIT AND VEGETABLES.

(Continued from page 38.)

good demand at $5 to $6. Tomatoes at 25 to 30 cents a pound find fair business; quality at present is not up to much. Better stuff ought to come in right along now, though. Lettuce is moving freely. The small at $3 to $3.25 gets the preference over the larger. Rhubarb at around a dollar is getting the business. New cabbage hasn't made much showing here yet. Old is in good demand. Easter trade was good. The fall of snow a day or two before created a better all-round demand, and buying for the holiday was good.

Beets, Canadian, bag	0 45	0 50
Beets, American		0 75
Cabbage, Canadian, dozen	0 40	0 50
Cabbage, bbl.	1 00	1 25
Carrots, bag	0 45	0 50
Carrots, American		0 75
California cauliflower	3 75	4 00
Citrons, doz.		0 65
Cucumbers—		
Slicing, hothouse	2 75	3 50
Medium pickling sizes	0 35	0 75
Crate	4 00	4 50
Celery, California, case	5 00	6 00
Celery, Florida	3 00	3 25
Mushrooms, per lb.	0 70	0 90
Water cress, 11-qt. basket		0 50
Onions—		
Spanish, big crate	4 25	4 50
Can., 75-lb. bags	1 25	1 50
Can., 100-lb. sacks	1 65	1 75
Green peppers, basket		0 75
Potatoes, Delaware	0 65	0 70
Potatoes, Canadian, bag	0 50	0 65
Potatoes, Florida, new, bbl.		12 00
Parsley, basket, 11-qt.	0 30	0 35
Parsley, American		0 75
Pumpkins	0 10	0 20
Tomatoes, hothouse, lb.	0 25	0 30
Turnips, bag		0 30
Sweet potatoes, hamper		1 65
Lettuce, leaf	0 20	0 30
Lettuce, Boston, head, hamper	4 00	4 50
Lettuce, Boston, head, small	3 00	3 25
Parsnips, Canadian, bag	0 55	0 65
Persimmons, California, crate		2 50
Pommegranates, doz.		0 75
Pommegranates, crate	3 00	3 25
Rhubarb, hothouse	0 90	1 15

WINNIPEG.

FRUITS AND VEGETABLES.—The demand for fruit has improved considerably during the week, this being so both as regard the city and country trade. No new lines have come on the market.

Apples—		
Washington		1 60
Apples, bols.	4 50	6 00
B. C., box apples		1 50
Cranberries, case		2 75
Bananas, lb.		0 04½
Grapes—		
Emperor, per keg		5 00
Almeria, keg		8 00
Grape fruit	2 75	3 50
Lemons—		
California		3 75
Oranges, California Navels	3 00	3 50

VEGETABLES.—Cauliflower, lettuce, cabbage, etc., are moving well. There is also a growing demand for tomatoes and for rhubarb. All of these lines are selling at the quotations of a week ago.

Celery, California	7 00	7 50
Texas Cabbages		0 04
Cauliflour, per doz.		2 00
Head lettuce, California, per doz.		0 90
Leaf lettuce, doz.	0 45	0 50
Onions—		
California, 100-lb. sacks	2 00	2 50
Valencia, per case	5 50	6 00
Parsley, per doz. bunches	0 40	0 50
Sweet potatoes, per lb.		0 06
Tomatoes, California, per case		6 00
Honey, comb, per case (24 sections)		5 50
Rhubarb, per lb.		0 12½

FISH AND OYSTERS.

(Continued from page 39.)

are selling well, but the lake fish will undoubtedly stimulate business.

Fish—	
New fresh jackfish	0 03¾
New tulibees	0 06
Fresh whitefish	0 08
Fresh pickerel	0 07½
Trout	0 10
Gold eyes	0 03½
Halibut	0 12
Frozen halibut	0 09
Salmon	0 18
Frozen salmon	0 10
Fresh cod	0 10
Fresh smelts	0 11
Oysters, per gal., Imperial	2 90
Carriers (4¼ Imperial gal.)	10 75
Shell oysters, per cwt.	1 75 1 85
Shell oysters, per bbl.	17 00
Haddies	0 09
Haddies, fillets	0 12½
Bloaters, box	1 50
Kippers, per box	1 75
Ocean herring, lb.	0 06

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WANTED — TO REPRESENT CANADIAN manufactured goods in Montreal or Province of Quebec. Highest credentials. X. Y. Z., care of Canadian Grocer, Montreal.

Ontario Flour Declines 30 Cents

Business So Dull That Millers Lower Prices in Small Places—Aftermath of Speculation Holds Business Back—Rolled Oats and Barley Firm—Cold Snap Good for Feeds.

MONTREAL.

FLOUR.—Business in the early part of this week was of a holiday character, and consequently of a hand-to-mouth nature. Prices continue nominal, with rumors to the effect that sales are being made at much lower prices than are being quoted. Little flour is offering in Ontario, and while stocks in Montreal are only about half what they were at this time last year for Ontario wheat, yet there is more and enough for the small demand. Wholesale grocers are conservative, and are not feeling much demand themselves; neither are they pushing it. To talk of lower prices for Manitobas, millers reply that wheat is costing more than the flour, and that if there is to be a fall in the price, there must first be a fall in the price of wheat.

Manitoba Wheat Flour—	Per bbl. of 2 bags
First patents	7 80
Second patents	7 30
Strong bakers	7 10

Flour in cotton aacks, 10 cents per barrel more.

Winter Wheat Flour—	Car lots.	Small lots.
Fancy patents	7 55	7 55
90 per cent., in wood	7 20	7 30
90 per cent. in bags	3 25	3 50

CEREALS.—Perhaps the strengthening of the market which we reported a week ago was not so pronounced after all, for lower prices continue to be quoted. It appears the larger mills began to make sales to wholesalers at 3.30, and that the smaller men were compelled to follow. So that the wholesale price to-day will be in the neighborhood of 3.50. There is no change in package oats. Rolled wheat is quoted at 3.90, which is thought to be about as low as it can be bought to-day, on account of the high wheat market. There is little new in the rye flour situation, except that the demand is likely to be better as soon as the feast of the Passover is ended. Pot barley is quoted 2.70 to 2.75, with very little demand at that figure.

Commeal—	Per 98-lb. sack
Gold dust	2 50 2 55
Unbolted	.... 2 25
Rolled Oats—	90's in jute.
Small lots	3 50 ....
25 bags or more	3 45 ....
Packages, case	.... 4 75

Rolled oats in cotton sacks, 5 cents more.

Oatmeal—fine, atandard and granulated. 10 per cent. over rolled oats in 90s, in jute.	
Rolled Wheat—	100-lb. bbls.
Small lots	.... 3 90
Hominy, per 98-lb. aack	.... 3 05
Corn flour, bag	.... 3 30
Rye flour, bag	....
Barley, pot	2 70 2 75

FEEDS.—Market is quiet, and prices are expected to decline, but not until towards May, which is the time cattle are let out on the grass. It is stated that bran is being sold already as low as $24, but other reports are to the effect that it cannot be bought less than $25 and $26.

Mill Feeds—	Per ton
Bran	26 00
Shorts	28 00
Middlings	30 00
Wheat moulee	38 00
Feed flour, bag	2 55
Mixed chops, ton	41 00
Crushed oats, ton	43 00
Barley, pot, 98 lbs.	2 85
Oats, chop, ton	43 00
Barley chop, ton	37 00
Feed oats, cleaned, Manitoba, bush.	0 76
Feed wheat, bag	2 35

TORONTO.

FLOUR.—The only change of any account is a decline in the price of Ontario flour of thirty cents. This is a result of the slow business that has been the order of the day for some time now. The fact that it has been slow is because jobbers speculated pretty heavily some time ago, imagining that higher prices were in the offing. The higher prices apparently weren't there; they didn't materialize, and jobbers found it difficult to sell, most of what they had bought remaining on their hands. They are slowly getting rid of it now, however, and as an inducement to buy prices are down 30c. If trade were normal this reduction would apparently not be justified. In view of the advanced price of Chicago and Winnipeg wheat again, flour prices—on all flours—were none too high. Still, business has to be secured somehow. Export trade is as dead as the proverbial door nail.

Manitoba Wheat Flour—	Small lots. per bbl.	Car lots. per bbl.
First patents	7 90	7 70
Second patents	7 40	7 20
Strong bakers	7 20	7 10

Flour in cotton sacks, 10c per bbl. more.

Winter Wheat Flour—	Small lots. per bbl.	Car lots. per bbl.
Fancy patents	7 40	7 [illegible]
90 per cent.	7 20	[illegible]
Straight roller	7 00	6 80
Blended flour	7 00	7 00

CEREALS.—Rolled oats are considerably stronger, chiefly in sympathy with the wheat market, which has proved resilient. It is unlikely that prices on rolled oats will stand any reduction before the new crop in Canada is in. They are very scarce. Barley has hardened again, and both pearl and pot are firm and steady.

Barley, pearl, 98 lbs.	....	5 00
Buckwheat grits, 98 lbs.	5 50	6 00
Corn flour, 98 lbs.	2 50	3 00
Cornmeal, yellow, 98 lbs.	2 55	2 65
Graham flour, 98 lbs.	3 00	3 30
Hominy, granulated, 98 lbs.	....	3 00
Hominy, pearl, 98 lbs.	....	3 00
Oatmeal, standard, 98 lbs.	....	3 92½
Oatmeal, granulated, 98 lbs.	....	3 92½
Peas, Canadian, boiling, bush.	2 90	3 00
Peas, split, 98 lbs.	....	5 00
Rolled oats, 90-lb. bags	3 55	3 75
Rolled wheat, 100-lb. bbl.	3 75	4 00
Rye flour, 98 lbs.	....	3 00
Whole wheat flour, 98 lbs.	3 75	4 00
Wheatlets, 98 lbs.	3 75	4 00

MILL FEEDS.—There is much better demand for all feeds. Right after the holiday this showed itself. Probably it is the last rally. Very shortly the grass will spring up and prices will sink in consequence. The cold snap last week firmed up prices, and there is good business to be had right now in feeds which is more than can be said for any other cereal.

Mill Feeds—	Mixed cars, per ton
Bran	26 00 27 00
Shorts	28 00 29 00
Middlings	30 00 32 00
Wheat moulee	.... 30 00
Feed flour, per bag	1 85 1 90
Oats—	
No. 3, Ontario, outside points	0 56 0 58
No. 3, C.W., bay ports	.... 0 60

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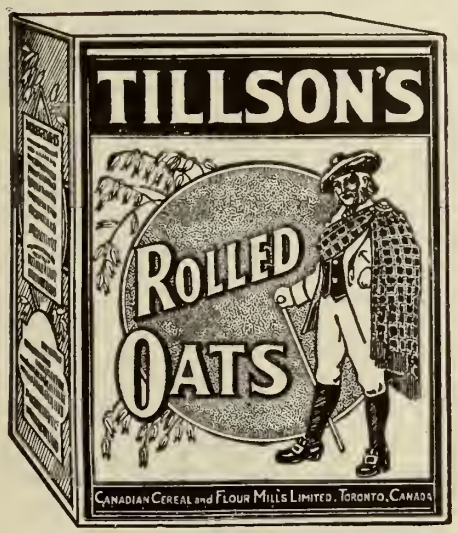

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WHITE SWAN SPICES AND CEREALS, LTD.

	Per doz.
5c Tins, 4 doz. to case, weigbt 10 lbs.	$0 40
4 oz. Tins, 4 doz. to case, weight 20 lbs.	65
6 oz. Tins, 4 doz. to case, weight 25 lbs.	90
8 oz. Tins, 4 doz. to case, weight 35 lbs.	1 30
12 oz. Tins, 4 doz. to case, weigbt 48 lbs.	1 60
16 oz. Tins, 4 doz. to case, weight 70 lbs.	2 25
3 lb. Tins, 2 doz. to case, weigbt 85 lbs.	5 00
5 lb. Tins, 1 doz. to case, weigbt 80 lbs.	9 30

COOK'S FRIEND BAKING POWDER.

W. D. McLaren, Limited.

In Cartons—	Per doz.
No. 1 (25c size), 4 doz. cs.	$ 2 25
No. 1 (25c size), 2 doz. cs.	2 30
No. 10 (20c size), 4 doz. cs.	1 80
No. 10 (20c size), 2 doz. cs.	1 85
No. 8 (15c size), 4 doz. cs.	1 80
No. 2 (10c size), 6 doz. cs.	0 80
No. 2 (10c size), 3 doz. cs.	0 85
No. 3 (5c size), 4 doz. cs.	0 45

Also in tins. Prices on application.

ROYAL BAKING POWDER

Size.	Less than 10 case lots Per doz.	Bbl. lots or 10 cases and over Per doz.
Dime	$ .95	$ .90
4-oz.	1.40	1.35
6-oz.	1.95	1.90
8-oz.	2.55	2.50
12-oz.	3.85	3.75
16-oz.	4.90	4.80
2½-lb.	11.60	11.55
3-lb.	13.60	13.35
5-lb.	22.35	21.90

Barrels—when packed in barrels one per cent. discount will be allowed.

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6-oz. tins	$0 75
12-oz. tins	1 25
16-oz. tins	1 75

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Keen's Oxford, per lb.	$0 17
In 10-lb. lots or case	0 16

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500 books to 1,000 books	0 03

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WHITE SWAN	Per case
Biscuit Flour (Self-rising), 2 doz. to case, weigbt 70 lbs.	$3 00
Buckwbeat Flour (Self-rising), 3 doz. to case, weigbt 70 lbs.	3 00
Pancake Flour (Self-rising), 3 doz. to case, weight 70 lbs.	3 00
Breakfast Food, 2 doz. to case, weigbt 85 lbs.	4 50
King's Food, 2 doz. to case, weigbt 95 lbs.	5 50
Wheat Kernels, 2 doz. to case, weigbt 65 lbs.	3 75
Barley Crisps, 3 doz. to case, weigbt 50 lbs.	3 00
Flaked Rice, 3 doz. to case, weigbt 50 lbs.	3 00
Flaked Peas, 3 doz. to case, weigbt 50 lbs.	3 60

DOMINION CANNERS, LIMITED.

Aylmer Pure Jams, 16 oz. Jars	Per doz.
Strawberry, 1914 pack	$2 20
Raspberry, red, heavy syrup	2 10
Black Currant	2 10
Red Currant	2 10
Peaches	2 10
Pear, Bart.	2 10

Aylmer Pure Jellies.	
Red Currant	2 10
Black Currant	2 10
Crabapple	1 45
Raspberry and red currant	2 10
Raspberry and gooseberry	2 10
Plum jam	1 85
Green Gage plum stoneless	1 85
Gooseberry	1 85
Grape	1 85

Aylmer Marmalade	
Orange Jelly	1 60
Lemon	1 60
Pineapple	1 60
Ginger	2 25

Aylmer Pure Preserves—Bulk	5 lbs.	7 lbs
Strawberry	0 72	1 00
Black currant	0 65	0 85
Raspberry	0 65	0 85

Aylmer 14's and 30's per lb.	
Strawberry	0 14
Raspberry	0 14

COCOA AND CHOCOLATE.

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Cocoa—	
Perfection, 1-lb. tins, doz.	4 50
Perfection, ½-lb. tins, doz.	2 [illegible]
Perfection, ¼-lb. tins, doz.	1 25
Perfection, 10c size, doz.	0 90
Perfection, 5-lb. tins, per lb.	0 55
Soluble bulk, No. 1, lb.	0 20
Soluble, bulk, No. 2, lb.	0 18
London Pearl, per lb.	0 22

Special quotations for Cocoa in barrels, kegs, etc.

(Unsweetened Chocolate).	
Supreme chocolate, ½'s, 12-lb. boxes, per lb.	0 35
Perfection chocolate, 20c size, 2 doz. in box, doz.	1 60
Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz.	0 90
Sweet Chocolate—	Per lb.
Queen's Dessert, ¼'s and ½'s, 12-lb. boxes	0 40
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, ¼-lb., 6 and 12-lb. boxes	0 35

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Pays You and Pleases Customers

Year in and year out you can make more profit on **Royal Baking Powder** than on any other—you can also **sell more of it** because of extensive advertising and established popularity.

When you push **Royal Baking Powder** you get the advantage of steady sales, good profits and pleased customers—why experiment with baking powders of doubtful quality that won't pay you as much in the long run and may not give satisfaction?

ROYAL BAKING POWDER COMPANY, NEW YORK

You put a Jess Willard Wallop

into your selling when you offer your customers

White Swan Pure Food Products

You put a surer profit in your cash drawer—White Swan Products are guaranteed—you cannot lose.

You put into your customer's home a product that will fully satisfy the most exacting and bring repeat orders.

Once sold—always sold.

White Swan Spices and Cereals, Ltd.

156 Pearl St., TORONTO

Diamond, 8's, 6 and 12-lb. boxes	0 29
Dismond, 6's and 7's, 6 and 12-lb. boxes	0 26
Diamond, ¼'s, 6 and 12-lb. boxes	0 27
Icings for Cake—	
Chocolate, white, pink, lemon, orange, maple, almond, cocoanut, cream, in ½-lb. packages, 2 doz. in box, per doz.	1 60
Chocolate Confections	Per lb.
Maple buds, 5-lb. boxes	0 37
Milk medalllons, 5-lb. boxes	0 37
Chocolate wafers, No. 1, 5-lb. boxes	0 31
Chocolate wafers, No. 2, 5-lb. boxes	0 26
Nonpareil wafers, No. 1, 5-lb. boxes	0 31
Nonpareil wafers, No. 2, 5-lb. boxes	0 26
Chocolate ginger, 5-lb. boxes	0 31
Milk chocolate wafers, 5-lb. boxes	0 37
Coffee drops, 5-lb. boxes	0 37
Lunch bars, 5-lb. boxes	0 37
Milk chocolate, 5c bundles, 3 doz. in box, per box	1 36
Royal Milk Chocolate, 5c cakes, 2 doz. in box, per box	0 85
Nut milk chocolate, ½'s, 6-lb. boxes, lb.	0 37
Nut milk chocolate, ¼'s, 6-lb. boxes, lb.	0 37
Nut milk chocolate, 5c bars, 24 bars, per box	0 85
Almond nut bars, 24 bars, per box	0 85

JOHN P. MOTT & CO.'S.

Miss N. Estabrook, St. John, N. B.; J. A. Taylor, Montreal; P. Q.; F. M. Hannum, Ottawa, Ont.; Jos. E. Huxley & Co., Winnipeg, Man.; Tees & Persse, Calgary, Alta.; Russell, Johnson, Edmonton; D. M. Doherty & Co., Vancouver and Victoria.

Elite, 10c size (for cooking) doz.	0 90
Mott's breakfast cocoa, 2-doz. 10c size, per doz.	0 85
Nut milk bars, 2 dozen in box	0 80
Breakfast cocoa, ¼'s and ½'s	0 36
No. 1 chocolate	0 30
Navy chocolate, ½'s	0 26
Vanilla sticks, per gr.	1 00
Diamond chocolate, ½'s	0 24
Plain choice chocolate liquors	20 30
Sweet chocolate coatings	0 20

CONDENSED AND EVAPORATED MILK.

BORDEN MILK CO., LTD.

East of Fort William, Ont.

Preserved	Per case
Eagle Brand, each 4 doz.	$6 25
Reindeer Brand, esch 4 doz.	6 25
Silver Cow Brand, each 4 doz.	5 75
Gold Seal Brand, each 4 doz.	5 60
Msyflower Brand, each 4 doz.	5 60
Purity Brand, each 4 doz.	5 60
Challenge Brand, each 4 doz.	4 85
Clover Brand, each 4 doz.	4 85
Evaporated (Unsweetened)—	
St. Charles Brand, small, each 4 doz.	2 00
Peerless Brand, small, each 4 doz.	2 00
St. Charles Brand, Family, each 4 doz.	3 90
Peerless Brand, Family, each 4 doz.	3 90
Jersey Brand, Family, each 4 doz.	3 90
St. Charles Brand, tall, each 4 doz.	4 50
Peerless Brand, tall, each, 4 doz.	4 50
Jersey Brand, tall, each, 4 doz.	4 50
St. Charles Brand, Hotel, each, 2 doz.	4 25
Peerless Brand, Hotel, each, 2 doz.	4 25
Jersey Brand, Hotel, each, 2 doz.	4 25
St. Charles Brand, gallons, each, ½ doz.	4 75
"Reindeer" Coffee and Milk, "large," each, 2 doz.	4 80
"Reindeer" Coffee and Milk, "small," each, 4 doz.	5 50
"Regal" Coffee and Milk, each. 2 doz.	4 50
"Reindeer" Cocos and Milk, each, 2 doz.	4 80

COFFEE.

WHITE SWAN SPICES AND CEREALS, LTD.

WHITE SWAN.

1 lb. tins, 4 doz. to case, weight, 80 lbs.	36
1 lb. tins, 2 doz. to case, weight 35 lbs.	
Add one-half cent per pound to the above.	

ENGLISH BREAKFAST COFFEE.

½ lb. tins, 2 doz. to case, weight 22 lbs.	22
1 lb. tins, 2 doz. to case, weight 40 lbs.	20

MOJA.

½ lb. tins, 2 doz. to case, weight 22 lbs.	32
1 lb tins, 2 doz. to case, weight 40 lbs.	30
2 lb. tins, 1 doz. to case, weight 40 lbs.	30

PRESENTATION COFFEE.

A Handsome Tumbler in Each Tin.

1 lb. tins, 2 doz. to case, per lb.	27
Shipping weight, 50 lbs. per case.	

MINTO BROS.

MELAGAMA COFFEE.

	Whol.	Ret'l
1s, 1½s, Grd.	25	30
1s, ½s, B. & G.	32	40
1s only, B. & G.	35	45
1s, ½s, B. & G.	38	50

Packed in 30 and 50-lb. cases.
Terms net 30 days prepaid.

MINTO COFFEE (Bulk).

M Bean or Gr.	38
I Bean or Gr.	35
N Bean or Gr.	32
T Bean or Gr.	30
O Bean or Gr.	28
Spec. Grd. Compound	25

Packed in 25 and 50-lb. tins.

FLAVORING EXTRACTS.

WHITE SWAN FLAVORING EXTRACTS—ALL FLAVORS

1 oz. bottles, per doz., weight 3 lbs.	$ 1 05
2 oz. bottles, per doz., weight 4 lbs.	2 00
2½ oz. bottles, per doz., weight 6 lbs.	2 30
4 oz. bottles, per doz., weight 7 lbs.	3 50
8 oz. bottles, per doz., weight 14 lbs.	6 50
16 oz. bottles, per doz., weight 23 lbs.	12 00
32 oz. bottles, per doz., weight 40 lbs.	22 00
Bulk, per gallon, weight 16 lbs.	10 00

CRESCENT MFG. CO.

CRESCENT MAPLEINE.

Special Delivered Price for Canada

	Per doz.
½-oz. (4 doz. case), weight 9 lbs., retail each 15c	$ 1 40
1 oz. (4 doz. case), weight 14 lbs., retail each 30c	2 55
2 oz. (3 doz. case), weight 15 lbs., retail each 50c	4 40
4 oz. (2 doz. case), weight 17 lbs., retail each 90c	7 00
8 oz. (1 doz. case), weight 17 lbs., retail each $1.50	13 00
Pint (1 doz. case), weight 29 lbs., retail each $3	25 00
Quart (1 doz. case), weight 53 lbs., retail each $5.50	47 75
Gallons, each, retail each $20	17 15

The cleanliness and quality of Griffin's Seedless Raisins should make their name a buy word wherever Raisins are used

Griffin's Seedless Raisins

Sell them by the dozen

"Just pure Coffee, refined like sugar. Use it as you do sugar,—¾ of a teaspoonful to a cup and pour on boiling water. Sugar and cream to taste—dissolves instantly—no sediment—the flavor is always perfect—you control the strength. Sold *only* in air-tight tins. A child can make as good coffee as a chef with

Washington's INSTANT Coffee

Now You Can Drink All The Coffee You Want

FOR SALE BY

Canadian Wholesale Grocers

G. WASHINGTON COFFEE SALES CO., 79 Wall St., New York

Write for literature telling of Mr. Washington's Wonderful Refining Process, which gives us this 100% Pure Refined Coffee.

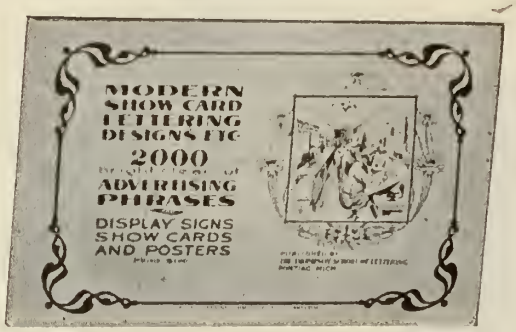
Canadian Sales Agent:

Edmund Littler
169 William Street
MONTREAL, CANADA

INCREASE YOUR TRADE

BY

Modern Show Card Lettering, Designing, Etc.



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WITH THIRTY-TWO ADDITIONAL PAGES TO THAT OF FORMER EDITIONS

A practical treatise on Up-to-Date Pen and Brush Lettering, giving instruction representing many styles of lettering, position, movement, shading, spacing, designing and arrangement, with illustrations of large and small letters of each alphabet, together with a full analysis and diagram for making neat and prominent figures off-hand for price tickets, etc. Over 400 illustrations of finished show cards and price tickets are given in

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Soennecken Pen Lettering
Automatic Pen Lettering and
Up-to-Date Brush Lettering

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This book is far beyond anything ever published in this line. It contains solid, practical, common-sense instruction—a book that is free from absurd theories and mystifying kinks, and contains 2,000 advertising phrases for Card Signs, Posters, etc.

All orders payable in advance. If you do not find this book worth the price return it inside of five days and get your money back.

The price of the Book is $1.00
delivered to your address postpaid

Page size of book 6x9 in., 144 pages

The MacLean Publishing Co., Ltd.

BOOK DEPARTMENT

143-153 University Ave., Toronto

BOAR'S HEAD LARD COMPOUND.

N. K. FAIRBANK CO., LTD.

Tierces	0 10¼
Tubs, 60 lbs.	0 10½
Pails, 20 lbs.	0 10¾
Tins, 20 lbs.	0 10¼
Cases, 3 lbs., 20 to case	0 11¼
Cases, 5 lbs., 12 to case	0 11½
Cases, 10 lbs., 6 to case	0 11

F.O.B. Montreal.

MUSTARD.

COLMAN'S OR KEEN'S.

	Per doz. tins
D. S. F., ¼-lb.	$1 50
D. S. F., ½-lb.	2 68
D. S. F., 1-lb.	5 36
F. D., ¼-lb.	0 95
F. D., ½-lb.	1 63
	Per jar
Durham, 4-lb. jar	0 87
Durham, 1-lb. jar	0 28

JELLY POWDERS.

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan, 15 flavors, 1 doz. in handsome counter carton, per doz. ..... $ 0 90

List Price.

JELL-O.

Assorted case, contains 2 doz. 1 80

Straight.

Lemon, contains 2 doz.	1 80
Orange, contains 2 doz.	1 80
Raspberry, contains 2 doz.	1 80
Strawberry, contains 2 doz.	1 80
Chocolate, contains 2 doz.	1 50
Cherry, contains 2 doz.	1 80
Peach, contains 2 doz.	1 80

Weight, 8 lbs. to case, Freight rate, 2nd class.

JELL-O ICE CREAM POWDER.

Assorted case, contains 2 doz. 2 50

Straight.

Chocolate contains 2 doz.	2 50
Vanilla contains 2 doz.	2 50
Strawberry contains 2 doz.	2 50
Lemon contains 2 doz.	2 50
Unflavored contains 2 doz.	2 50

Weight, 11 lbs. to case. Freight rate, 2nd class.

SOAP AND WASHING POWDERS.

SNAP HAND CLEANER.

3 dozen to box	3 60
6 dozen to box	7 20

30 days.

RICHARDS' PURE SOAP.

Richards' Quick Naptha Soap. Packed 100 bars to case. 5-case lots (delivered), $4.15 each with 20 bars of Quick Naptha as a free premium.

FELS NAPTHA.

Prices—Ontario and Quebec:

Less than 5 cases	$5 90
Five cases or more	4 95

WHITE SWAN LYE.

Single cases, 4 doz.	$3 50
5 case lots, 4 doz.	3 35

Shipping weight 50 lbs. per case.

STARCH.

THE CANADA STARCH CO., LTD., EDWARDSBURG BRANDS and BRANTFORD BRANDS.

Laundry Starches—

Boxes.	Cents
40 lbs., Canada Laundry	.06¼
40 lbs., boxes Canada white gloss, 1 lb. pkg.	.06¾
48 lbs. No. 1 white or blue, 4 lb. cartons	.07¼
48 lbs. No. 1 white or blue, 3 lb. cartons	.07¼
100 lbs., kegs, No. 1 white.	.06¾
200 lbs., bbls., No. 1 white.	.06¾
30 lbs., Edwardsburg silver gloss, 1 lb. chrome pkgs.	.07¾
48 lbs. silver gloss, in 6-lb. tin canisters	.08¼
36 lbs., silver gloss 6-lb. draw lid boxes	.08¼
100 lbs., kegs, silver gloss, large crystals	.07¼
28 lbs., Benson's Satin, 1-lb. cartons, chrome label	.07½
40 lbs., Benson's Enamel (cold water), per case	3 00
20 lbs., Benson's Enamel (cold water), per case	1 50
Celluloid—boxes containing 45 cartons, per case	3 60

Culinary Starch.

40 lbs. W. T. Benson & Co.'s prepared corn	.07¾
40 lbs. Canada pure corn starch	.06½

(120-lb. boxes ¼c higher.)

Casco Potato Flour, 20-lb. boxes, per lb.	.10

BRANTFORD STARCH.

Ontario and Quebec.

Laundry Starches—

Canada Laundry—

Boxes about 40 lbs.	.06

Acme Gloss Starch—

1-lb. cartons, boxes of 40 lbs.	.06¾

First Quality White Laundry—

3-lb. canisters, cs. of 48 lbs.	.07¼
Barrels, 200 lbs.	.06¾
Kegs, 100 lbs.	.06¾

Lily White Gloss—

1-lb. fancy cartons cases 30 lbs.	.07¾
8 in case	.08
6-lb. toy trunks, lock and key, 6-lb. toy drum, with drumsticks, 8 in case	.08¼
Kegs extra large crystals, 100 lbs.	.07¼

Canadian Electric Starch—

Boxes, containing 40 fancy pkgs., per case	3 00

Celluloid Starches—

Boxes containing 45 cartons, per case	3 60

Culinary Starches—

Challenge Prepared Corn—

1-lb. pkts., boxes of 40 lbs.	.06½

Brantford Prepared Corn—

1-lb. pkts., boxes of 40 lbs.	.07¾

"Crystal Maize" Corn Starch—

1-lb. pkts., boxes of 40 lbs.	.07¾

(20-lb. boxes ¼c higher than 40's).

UPTON'S CLOVER HONEY

Have you seen our new package?

Write us for price list.

The T. Upton Co., Limited

ST. CATHARINES

Factories at Hamilton and St. Catharines

Grape-Fruit

We can supply you with the very finest

Brights, Russets or **Goldens**

"Our kind" weighs 90 lbs. per box. You can't beat it.

TOMATOES

Extra Fancy Floridas. We repack and make sound before shipping. Order a sample crate to-day.

BANANAS

We import nothing but "Firsts" and our experience and facilities for handling assure you of getting the "Best" in "Best" condition at all times.

THE HOUSE OF QUALITY

HUGH WALKER & SON

GUELPH and NORTH BAY

Furnivall's FINE FRUIT PURE JAM

Just as "Sterling" marks the best in silverware so most people recognize the name "Furnivall's" as indicating the choicest and best in fruit jams. To the grocer selling them it means even more. Quick, heavy and satisfied sales—that always repeat. Order your Spring supply—now.

Furnivall-New

LIMITED

Hamilton, Ont.

Agents:—Halifax, B. C. Woodworth, 533 Robie St.; St. John, N.B., W. W. Chase, 79 Paradise Row; Montreal, W. S. Silcock; Ottawa, J. A. Cote; Toronto, Dunn-Hortop Co.; Fort William, W. F. Elliott; Winnipeg, H. P. Pennock & Co., Ltd.; Edmonton, Alta., Central Brokerage Co.; Calgary, Jackson's, Ltd.; Hamilton, Ont., Grocers' Specialty Co.; Sydney, N.S., A. E. Shepherd.

Our Tiger (50 cent line) Brooms

are superfine carpet **BROOMS** on **polished** handles. Offer them to your customers and secure business that stays. Splendid value in 35c, 40c, 50c, 60c lines. Try a sample shipment and be satisfied.

We make **Factory Brooms.**

Walter Woods & Co.

HAMILTON

Brunswick Brand Sea Foods

WILL WIN FOR YOU a larger and more profitable fish trade. The high quality of "BRUNSWICK BRAND" SEA FOODS has produced a large trade, which, combined with conscientious business methods, is constantly increasing. When the dealer sells Connors Bros.' Brands he is selling goods that have proven winners with the general public.

Located close to the fishing grounds, we get the pick of the fishermen's catches—the plant is modern and strictly sanitary, and is operated under the most ideal conditions. "BRUNSWICK BRAND" SEA FOODS come perfect to the consumer.

Our Chief Sellers:

¼ Oil Sardines
¾ Mustard Sardines
Finnan Haddies (oval and round tins)
Kippered Herring
Herring in Tomato Sauce
Clams
Scallops

CONNORS BROS., LIMITED
Black's Harbor, N.B.

THESE FISH ARE SUFFICIENTLY COOKED AND MAY BE EATEN COLD
BRUNSWICK BRAND
HERRINGS IN TOMATO SAUCE
Breakfast Delicacy
PREPARED BY
CONNORS BROS LTD
BLACKS HARBOUR, N.B. CANADA
Diploma awarded at St John Exhibition 1910
THEY SHOULD NOT BE LEFT IN THE TIN AFTER IT IS OPENED

OCEAN MILLS, MONTREAL.

Chinese starch, 16 oz. pack., 4 doz. per case, $4; Ocean Corn Starch, 16 oz. pack., 4 doz. per case, $3.60; King Corn Starch, 16 oz. pack., 4 doz. per case, $3.12; Ocean Blanc Mange, all flavors, 8 oz. pack., 4 doz. per case, $4; Ocean Borax, 8 oz. pack., 4 doz. per case, $1.80; Ocean Baking Soda, 8-oz. package, 120 packages, per case, $3; Ocean Baking Soda, 16 oz. pack., 60 pack. per case, $3; Ocean Baking Powder, 1 lb. pack., 3 doz. per case, $6.75; Ocean Baking Powder, 8 oz. pack., 5 doz. per case, $6.50; Ocean Baking Powder, 4 oz. pack., 4 doz., per case, $3; Ocean Baking Powder, 3 oz. pack., 4 doz. per case, $1.60; Ocean Baking Powder, 5 lb. tin, 10 tins per case, $7.50; Chinese Washing Powder, 8 oz., 120 pack. per case, $4.25; retail at 5c per doz., 45c; Ocean Extracts, all flavors, 2 oz., 6 doz. per case, $6; Ocean Mustard (French Mustard, quart size), 2 doz. per case, $4.80; Ocean Mustard (French Mustard), pint size, 2 doz. per case, $4; Ocean Liquid Blue, pint bottles, 2 doz. per case, $1.80; Petrolatum, 2 oz. jars, 12 doz. per case, $5.40; Petrolatum, 5 oz. jars, 6 doz. per case, $5.40; Ocean Cough Syrup, 8 oz. bottle, 3 doz., per case, $7.20.

COW BRAND BAKING SODA
In boxes only.

Packed as follows:

5c packages (96)	$3 20
1 lb. packages (60)	3 20
½ lb. packages (120)	3 40
1 lb. 30 / ½ lb. 60 } Packages, Mixed.	3 30

SYRUP.

THE CANADA STARCH CO., LTD., CROWN BRAND CORN SYRUP.

2-lb. tins, 2 doz. in case	$2 65
5-lb. tins, 1 doz. in case	3 90
10-lb. tins, ½ doz. in case	2 90
20-lb. tins, ¼ doz. in case	2 85
Barrels, 700 lbs.	3¾
Half barrels, 350 lbs.	4
Quarter barrels, 175 lbs.	4¼
Pails, 38½ lbs.	1 35
Pails, 25 lbs. each	1 40

LILY WHITE CORN SYRUP.

2-lb. tins, 2 doz. in case	3 00
5-lb. tins, 1 doz. in case	3 55
10-lb. tins, ½-doz. in case	3 25
20-lb. tins, ¼-doz. in case	3 20

(5, 10 and 20-lb. tins have wire handles.)

ST. LAWRENCE SUGAR REFG. CO.
Crystal Diamond Brand Cane Syrup.

2-lb. tins, 2 doz. in case	$2 65
Barrels	0 03¾
½ barrels	0 04

CANNED HADDIES, "THISTLE" BRAND.
A. P. TIPPET & CO., Agents.

Cases, 4 doz. each, flats, per case	$5 40
Cases, 4 doz. each, ovals, per case	5 40

INFANTS' FOOD.

Robinson's patent barley, ½ lb. tins, $1.25; 1-lb. tins, $2.25; Robinson's patent groats, ½-lb. tins, $1.25; 1-lb. tins, $2.25.

BEAVER BRAND CORN AND MAPLE SYRUP.

Quart tins (wine measure), 2 doz. in case, per case	4 70

MOLASSES.

THE DOMINION MOLASSES COMPANY, LTD.
Gingerbread Brand.
2s, Tins, 2 doz. to case.

Quebec, per case	$1 85
Ontario, per case	1 90
Manitoba, per case	2 30
Saskatchewan, per case	2 60
Alberta, per case	2 70

DOMOLCO BRAND.
2s, Tins, 2 doz. to case.

Quebec and Ontario, per case	2 95
Manitoba, per case	3 40
Saskatchewan, per case	3 65
Alberta, per case	3 75
British Columbia, per case.	2 40
British Columbia, per case.	3 55

SAUCES.

PATERSON'S WORCESTER SAUCE.

½-pint bottles, 3 and 6 doz. cases, doz.	0 90
Pint bottles, 3 doz. cases, doz.	1 75

H. P.

H. P. Sauce—	Per doz.
Cases of 3 dozen	1 90
H. P. Pickles—	
Cases of 2 doz. pints	3 25
Cases of 3 doz. ¼-pints	2 20

STOVE POLISH.

JAMES DOME BLACK LEAD.

2a size, gross	2 50
6a size, gross	2 40

NUGGET POLISHES.

	Doz.
Polish, Black and Tan	0 85
Metal Outfits, Black and Tan	3 65
Card Outfits, Black and Tan	3 25
Creams and White Cleanser	1 10

TEAS.

THE SALADA TEA CO.
East of Winnipeg.

	Wholesale.	R't'l.
Brown Label, 1s and ½s	.29	.35
Blue Label, 1s, ½s, ¼s, and ⅛s	.35	.45
Red Label, 1s and ½s	.41	.55
Gold Label, ½s	.49	.65
Red-Gold Label, ½s	.55	.80

ORANGE MARMALADE.

"BANNER BRAND" PURE FRUIT PRODUCTS.

JAMS AND JELLIES.

2's	$ 2 15
4's	0 35
5's	0 42
7's	0 60
30's, wood	0 08
12-oz. glass jar	1 15
Tumbler, glass	0 95

MARMALADE.

2's, per doz.	$ 2 30
4's, per pail	0 40
5's, per pail	0 45
7's, per pail	0 65
30's, wood, lb.	0 08¾
12-oz. glass jar, doz.	1 20
Tumbler, glass, doz.	1 00

Prices subject to change without notice.

MINTO BROS., Limited, Toronto.
We pack in 60 and 100-lb. cases
All delivered prices.

MELAGAMA TEA.

	Whol.	Ret.
Red Label, 1s or ½s.	0 29	0 35
Green Label, 1s, ½s, ¼s	0 32	0 40
Blue Label, 1s, ½s, ¼s	0 37	0 50
Yellow Label, 1s, ½s, ¼s	0 42	0 60
Purple Label, ¼s only	0 55	0 80
Gold Label, ¼s only.	0 70	1 00

MINTO TEA.

	Whol.	Ret.
Green Bag	0 29	0 35
Red Bag	0 32	0 40
Yellow Bag	0 37	0 50
Purple Bag	0 42	0 60

YEAST.

White Swan Yeast Cakes, per case, 3 doz. 5c pks.	1 20

IMPERIAL TOBACCO CO. OF CANADA, LIMITED.
EMPIRE BRANCH.

Black Watch, 8s, bnttss 9 lbs., boxes 6 lbs.	$0 40
Bobs, 6s and 12s, 12 and 6 lbs.	0 46
Currency, 12s, ½ bnttss, 12 lbs., boxes 6 lbs.	0 46
Currency, 6s, ½ butts, 9 lbs.	0 46
Stag Bars, 6s, butts, 11 lbs., boxes 5½ lbs.	0 48
Walnut Bars, 8½s, boxes 7 lbs.	0 64
Pay Roll, thick bars, 8½s, 6 lb. boxes	0 68
Pay Roll, thin bars, 8½s, 5 lb. boxes	0 68
Pay Roll, plug, 8½s, 12 and 7 lb. caddies	0 68
Shamrock, plug, 7½s, ½ butts, 12 lbs., boxes 6 lbs.	0 57
Empire, 7s and 14s, caddies 15 lbs., ¼ caddies, 6 lbs.	0 56
Great West, ponches, 9s	0 72
Forest and Stream, tins, 11s, 2 lb. cartons	0 80

Are You Interested

In Buying a Business?
In Selling a Business?
In Engaging a Clerk?
In Securing a Position?
In Securing a Partner?
In Disposing of Second - hand Fixtures?

Then you should use
Canadian Grocer's Classified Ad. Columns.

It should find for you among the progressive Grocers of Canada at least one individual who is on the lookout for just such a proposition that you have to offer.

CANADIAN GROCER reaches the retailer, the wholesaler, the manufacturer, the clerk and the traveller, just the men to whom you wish to sell or from whom you would buy.

No Other Paper Reaches All These Men.

RATES:
(payable in advance)
2c per word, first insertion.
1c per word, subsequent insertions.
5c extra per insertion when replies are to be addressed c|o Canadian Grocer.

Canadian Grocer
143-153 University Ave., Toronto

Daily arrivals of fine, fresh, frozen

Lake Trout and Herring

also Pickled Herring. Just the thing for deliciously appetizing and economical meals. Big margin for the dealer.

¶ Only few hundred barrels Georgian Bay Apples left. Rush your order through —NOW.

Lemon Bros.
Owen Sound, Ont.

Just Order

"St. Nicholas"

They're the Best

Lemons

J. J. McCABE
Agent
Toronto

The man who does not advertise simply because his grandfather did not should wear knee breeches and a wig.

The man who does not advertise because it costs money should quit paying salary for the same reason.

The man who does not advertise because he doesn't know how to write an advertisement should quit eating because he can't cook.

The man who does not advertise because somebody said it did not pay, should not believe the world is round because the ancients said it was flat.

Buyers' Guide

TANGLEFOOT

The Non-Poisonous Fly Destroyer

Destroys Billions of Flies every year—vastly more than all other means combined. Absolutely Sanitary.

SEEDS

RENNIE'S ALWAYS GROW---
THE FINEST IN THE LAND.

Catalogue FREE. **Sold by best dealers.**

WM. RENNIE CO. LIMITED
ADELAIDE and JARVIS STS., TORONTO, ONT.
Also at Montreal, Winnipeg, Vancouver.

Every Merchant who handles—

Mathieu's Nervine Powders

MATHIEU'S
NERVINE POWDERS
For Headache and Neuralgia
Contain no Opium, Morphine or Chloral
One powder will relieve and a few powders will cure you.
If you have a bad headache,
If you are feverish,
If you do not sleep well,
If you are nervous,
If you have LaGrippe,
If you suffer from neuralgia
These powders are very good for children cutting their teeth.
18 Powders for 25 cents
DIRECTIONS

knows that they sell themselves. So effective are they in all cases of headaches that when once tried they are immediately recommended. Every merchant can with perfect safety recommend Mathieu's Nervine Powders as a perfectly safe and harmless remedy in all cases of headaches. Any merchant may try Mathieu's Nervine Powders at our expense, as per coupon attached. *Mathieu's Syrup of Tar and Cod Liver Oil is a specific in all forms of colds.*

The
J. L. MATHIEU CO.
Proprietors
Sherbrooke, P.Q.

Please send regular box of Mathieu's Nervine Powders to the following address:—

Name .....
With (Name of firm) .....
Street .....
City or town .....Prov.....

Write us for New Price List of

WINDSOR SALT

TORONTO SALT WORKS
TORONTO, ONT. GEO. J. CLIFF, Manager

The Best for all forms of Coughs, Asthma, Bronchitis, and all ailments of Respiratory Organs.

MERITOL SYRUP

FOR AGENCY, WRITE
THE MERITOL CHEMICAL CO.
725 Notre Dame E. MONTREAL

STORAGE IN OTTAWA

BOND AND FREE
Direct Railway connection. Car distributing. Write for rates.
Dominion Warehousing Co., Ltd.
Phone R54. 46 to 56 Nicholas St., Ottawa.

EGG FILLERS

Our capacity is three times the total Filler requirements of Canada.
PROMPT DELIVERIES
by us are therefore certain.
THE TRENT MFG. CO., LTD.
TRENTON, ONTARIO, CANADA

SUCHARD'S COCOA

The Highest Quality
Most Reasonably Priced
"Quality" Cocoa
On Sale Anywhere.
FRANK L. BENEDICT & CO.
Agents Montreal

ESTABLISHED 1849

BRADSTREET'S

Offices Throughout the Civilized World
OFFICES IN CANADA:

Calgary, Alta.	Vancouver, B.C.
Edmonton, Alta.	Hamilton, Ont.
Halifax, N.S.	Montreal, Que.
London, Ont.	Quebec, Que.
Ottawa, Ont.	Toronto, Ont.
St. John, N.B.	Winnipeg, Man.

Victoria, B.C.

Reputation gained by long years of vigorous, conscientious and successful work.

Thomas C. Irving, General Manager Western Canada
TORONTO

WRITE TO
10 Garfield Chambers, Belfast, Ireland, for Sample Copy of the
Irish Grocer, Drug, Provision and General Trades' Journal
If you are interested in Irish trade.

We are buyers of evaporated and farmers' dried apples. Prices and tags on application.

O. E. Robinson & Co.
Ingersoll Ontario

A want ad. in this paper will bring replies from all parts of Canada.

CLASSIFIED ADVERTISING

Advertisements under this heading, 2c per word for first insertion, 1c for each subsequent insertion.

Where replies come to our care to be forwarded, five cents must be added to cost to cover postage, etc.

Contractions count as one word, but five figures (as $1,000) are allowed as one word.

Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

FOR SALE

FOR SALE — AT NELSON, B.C. SMALL grocery business in good position. 45% cash business, balance monthly accounts. For terms and particulars apply W. R. Allen, P.O. Box 1140, Nelson, B.C.

FOR SALE — SECOND-HAND McCASKEY Register, in perfect condition. Having placed my business on cash basis I have no use for same. My highest recommendation goes with it. Box 82, Canadian Grocer, Toronto

CHOICE DAIRY BUTTER—WOULD DEAL direct with retail grocers. J. B. Fletcher, R. R. No. 3, Lucknow, Ont.

WANTED

WANTED TO HEAR FROM OWNER OF good general merchandise or grocery store for sale. Send price and particulars. D. F. Bush, Minneapolis, Minn.

JAM BOILER WANTED—MUST BE SOBER and able to take charge of boiling room, with good knowledge of jams, jellies, marmalades and preserved fruits, also how to put down pulps of all kinds. Reply in confidence, stating age, experience and wages required. Box 81, Canadian Grocer, Toronto.

WANTED—ENERGETIC MAN TO SECURE subscriptions and renewals to MacLean's Magazine and The Farmer's Magazine. Good income guaranteed to capable person. Apply by letter, stating qualifications, to The MacLean Publishing Company, Limited, 143-153 University Ave., Toronto, Canada.

WANTED—WHAT ARE YOU WANTING? A clerk, a business, a salesman, a partner? An outlay at the rate of two cents a word will make your wants known throughout the Dominion to just the men who can satisfy you. See our rates above and send along your ad. to-day.

WANTED—SITUATION BY EXPERIENCED grocery clerk; first or take charge. Dis when suited. Apply D. M., 114 Smith St., Winnipeg.

WANTED—BY EXPERIENCED MANAGER, position as buyer or partnership in progressive business. Successful record. Qualified accountant. Box 79, Canadian Grocer, Toronto.

ESTABLISHED PACKING HOUSE HAS ATtractive proposition for travelers calling on right class of trade in following territories: Ground bordered by C.P.R., Toronto to Owen Sound, and the old Grand Trunk, Toronto to Sarnia: on ground north from Orillia and Midland to the Soo; on ground from Belleville and Peterboro to Ottawa and Montreal. Write Box A B C, Canadian Grocer.

MISCELLANEOUS

BUCKWHEAT FLOUR GUARANTEED pure and unsurpassed by any mill in the province. T. H. Squire, Queensboro, Ont., solicits your orders.

GOOD STENOGRAPHERS ARE WHAT every employer wants. The place to get good stenographers is at the Remington Employment Department. No charge for the service. Remington Typewriter Co., Ltd., 144 Bay St., Toronto.

WAREHOUSE AND FACTORY HEATING systems. Taylor-Forbes Company, Limited. Supplied by the trade throughout Canada. (tf)

THE NATIONAL CASH REGISTER COMpany guarantee to sell a better register for less money than any other house on earth. We can prove it. Make us. The National Cash Register Co., 285 Yonge St., Toronto.

ACCURATE COST-KEEPING IS EASY IF you have a Dey Cost Keeper. It automatically records actual time spent on each operation down to a decimal fraction of an hour. Several operations of jobs can be recorded on one card. For small firms we recommend this as an excellent combination — employees' time register and cost keeper. Whether you employ a few or hundreds of hands, we can supply you with a machine suited to your requirements. Write for catalogue. International Time Recording Company of Canada, Limited. Office and factory, 29 Alice Street, Toronto.

A want ad. in this paper will bring replies from all parts of Canada.

A SEED DEPARTMENT
will add to your profits
Kelway Langport England
grow and sell
SEEDS OF ALL KINDS
for Traders
Write to the actual wholesale growers for rock-bottom prices and illustrated catalogue.
Buy well ahead to secure LOWEST PRICES.
WRITE TO-DAY

Maple Sugar Season Now On
Write us. We handle only guaranteed pure stock.
Woodman & McKee, Coaticook, Que.

THEY ARE GOOD OLD STAND-BYS
Baker's Cocoa and Chocolate

Registered Trade-Mark

are always in demand, sell easily and are thoroughly reliable. You have no selling troubles with them.

Trade-mark on every genuine package

MADE ONLY BY
Walter Baker & Co. Limited
Established 1780
Montreal, Can. Dorchester, Mass.

MR. UP-TO-DATE

you should always carry a stock of

MAPLEINE

The last word in flavors.

Order from
Frederick E. Robson & Co., 25 Front St. E., Toronto, Ont.
Mason & Hickey
287 Stanley St., Winnipeg, Man.
CRESCENT MFG. CO.
SEATTLE, WASH.

OAKEY'S KNIFE WELLINGTON POLISH

JOHN OAKEY & SONS, LIMITED, LONDON . ENGLAND.

AGENTS:

Geo. B. Jenkinson, 43 Queen St. East, Toronto, and J. E. Huxley & Co., 220 McDermed St., Winnipeg

Start With His Promissory Note

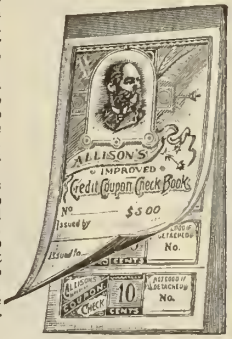
When you let a man "run an account" he has your goods and YOU HAVE NOTHING, except YOUR account of his indebtedness. When you use

ALLISON COUPON BOOKS

you START with his PROMISSORY NOTE, and HE starts with the understanding that you mean business. ALLISON COUPON BOOKS save thousands of dollars a year for merchants like you.

HOW THEY WORK:

A man wants credit. You think he is good. Give him a $10.00 Allison Coupon Book. Have him sign the receipt, or note form, in the front of the book, which you tear out and keep. Charge him with $10.00—no trouble. When he buys a dime's worth, tear off a ten cent coupon, and so on, until the book is used up. Then he pays the $10.00 and gets another book. No pass books, no charging, no lost time, no errors, no disputes. Allison Coupon Books are recognized everywhere as the best.



For sale by the jobbing trade everywhere.
Manufactured by
ALLISON COUPON COMPANY
Indianapolis, Indiana, U.S.A.

Finest Quality **Whittemore's Shoe Polishes** Largest Variety

QUICK WHITE
MAKES DIRTY CANVAS SHOES CLEAN & WHITE
QUICKLY and EASILY APPLIED.
ALSO CLEANS ALL ARTICLES MADE of WHITE CANVAS
WHITTEMORE BROS. & CO
BOSTON, MASS., U.S.A.

Oldest and Largest Manufacturers of Shoe Polishes in the World

"**GILT EDGE**" Oil Polish. The only Ladies' Shoe Dressing that positively contains oil. Softens and preserves. Imparts a beautiful Black lustre. Always ready to use. Largest quantity. Finest quality. Polishes without rubbing. Retails 25c.

"**SUPERB**" (a paste) for polishing Patent and Shiny Leather Boots and all Shiny Leather Artieles. Cover remover attached to each box (see cut). Retails 10c.

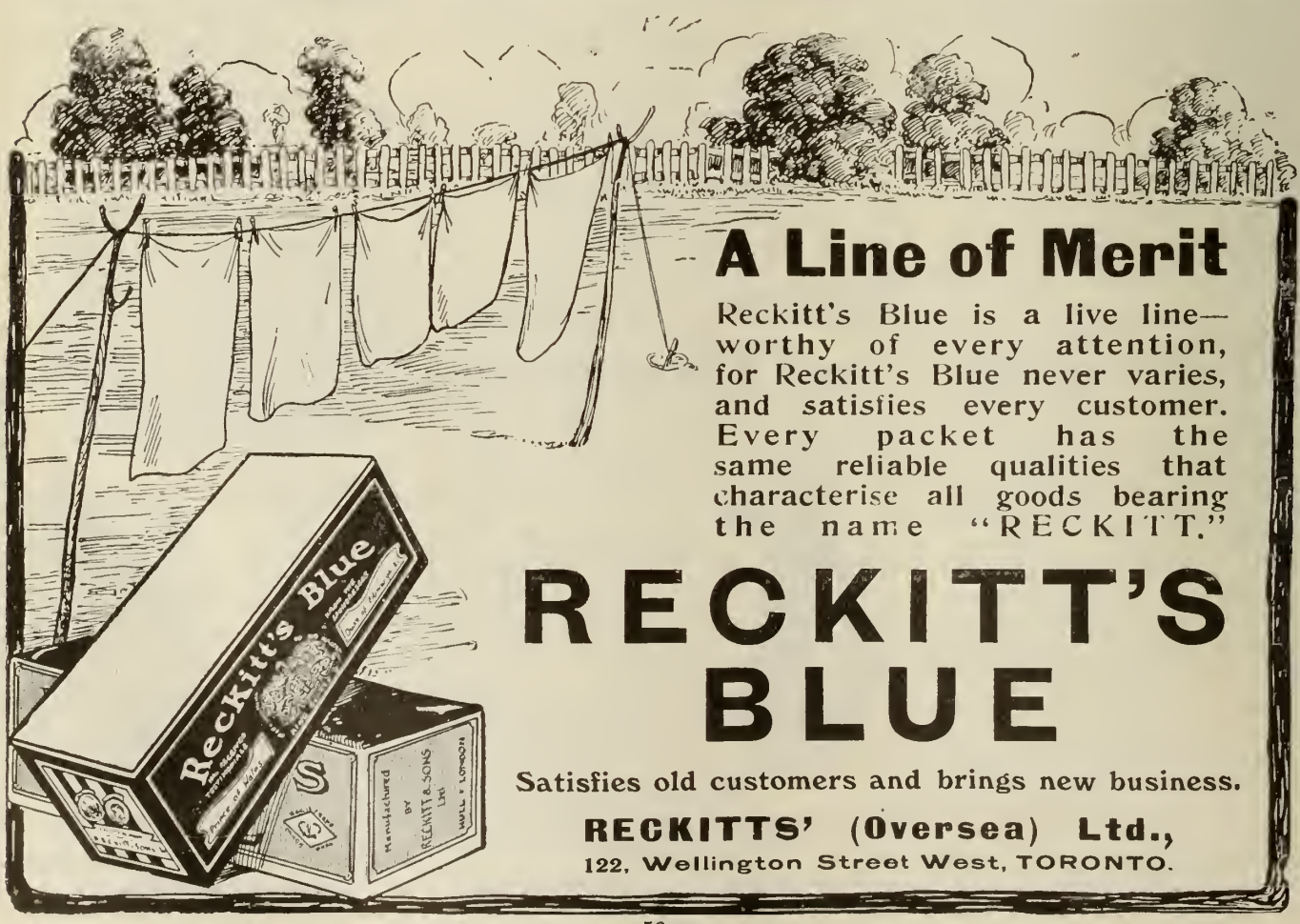
"**DANDY**" **COMBINATION.** For cleansing and polishing all kinds of russet, brown or yellow boots, shoes, saddles, bridles, etc. Retails 25c. "Star" russet combination (10c size). Russet, Brown and Ox Blood Pastes (5 sizes of each color).

"**ELITE**" **COMBINATION.** For those who take pride in having their shoes look A1. Restores color and lustre to all black shoes. Retails 25c. "**BABY ELITE**" **COMBINATION** (10c size). "**ELITE**" **PASTE** in 5 sizes.

"**QUICK WHITE**" (Liquid) makes dirty Canvas shoes clean and white. Retails for 10e and 25c.

"**ROYAL GLOSS**" self-shining dressing, for ladies' and children's black shoes (see cut). Retails for 10c.

Send for circulars giving full particulars of our other Polishes to WHITTEMORE BROS. & CO., Boston, Mass., U.S.A. For sale by the Wholesale Grocers in all Canada.



A Line of Merit

Reckitt's Blue is a live line—worthy of every attention, for Reckitt's Blue never varies, and satisfies every customer. Every packet has the same reliable qualities that characterise all goods bearing the name "RECKITT."

RECKITT'S BLUE

Satisfies old customers and brings new business.

RECKITTS' (Oversea) Ltd.,
122, Wellington Street West, TORONTO.

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Why Lose Money on Teas?

With every pound of Tea in packages you hand over the counter, you give away 5 to 10c profit.

Sell more bulk Tea and keep this extra profit for yourself.

VICTORIA, to retail .. 45c lb.

PRINCESS, to retail.... 40c lb.

BRITISH CROWN, to retail ..... 35c lb.

These Teas are sure to please your trade, as you will be giving better value price for price than could be possible in packages.

Samples and quotations on demand.

600 CASES VICTORIA SARDINES

Let us send you a sample tin. We would like you to know the appetizing flavor of these sardines.

Packed in Pure Olive Oil, 100 quarter size tins in case ..... $9.00 c/s

ROCK-BOTTOM PRICES.

COURTEOUS SERVICE.

PROMPT DELIVERY.

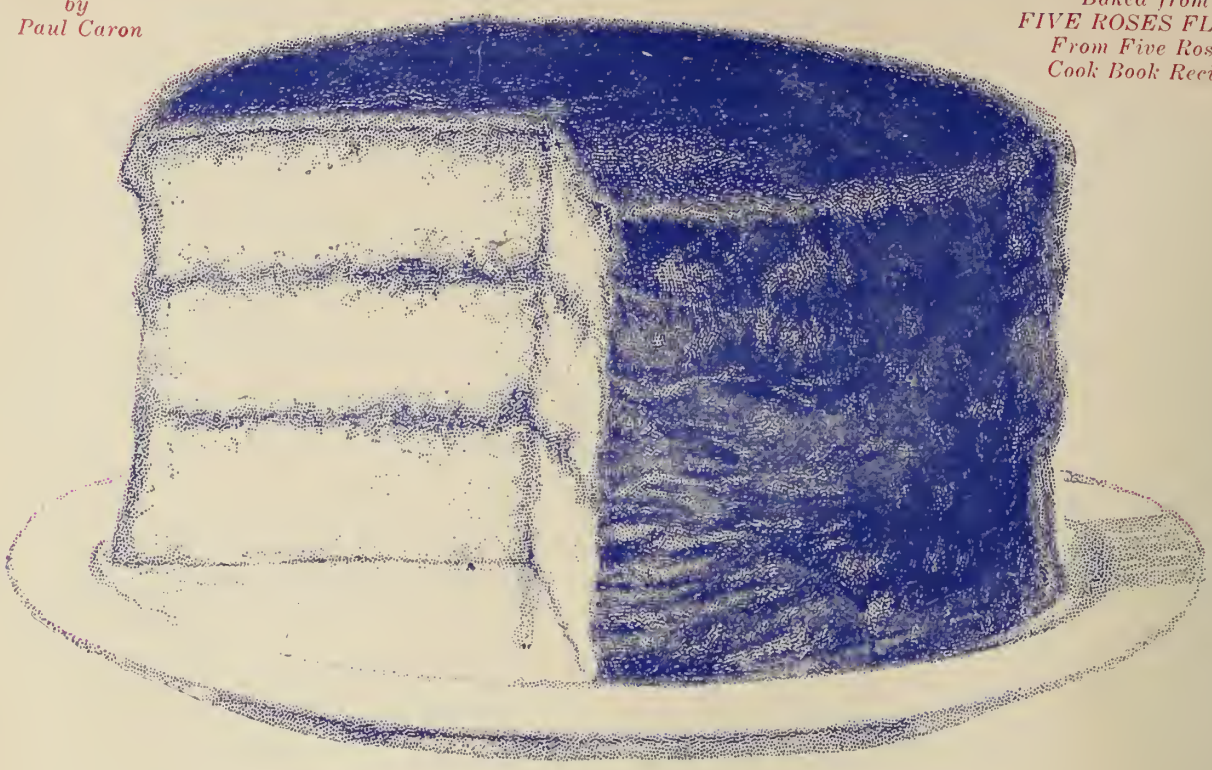
Laporte, Martin, Limitée

568 St. Paul St., Montreal

Telephone Main 3766

Drawn from Still Life
by
Paul Caron

Baked from
FIVE ROSES FLOUR
From Five Roses
Cook Book Recipe



CONSIDER that people don't eat flour—they eat bread, and cakes, and pastry. They eat what the flour makes. That is where the cut-price miller and the long-term jobber can't help you. No flour can make the cakes FIVE ROSES flour* makes, nor bread nor pastry—any user will tell YOU that. When you realize that to sell more flour at a better price and to maintain every new connection you must sell better flour products, then don't you see why FIVE ROSES flour is the best selling trade-mark in Canada? Not every dealer will sell it (we don't want every dealer to sell it).

Only the retailer who wishes to best serve his customer will sell FIVE ROSES.

LAKE OF THE WOODS MILLING CO., LIMITED

MONTREAL *"The House of Character"* ST. JOHN, N.B.

Daily Capacity. 13,600 barrels.

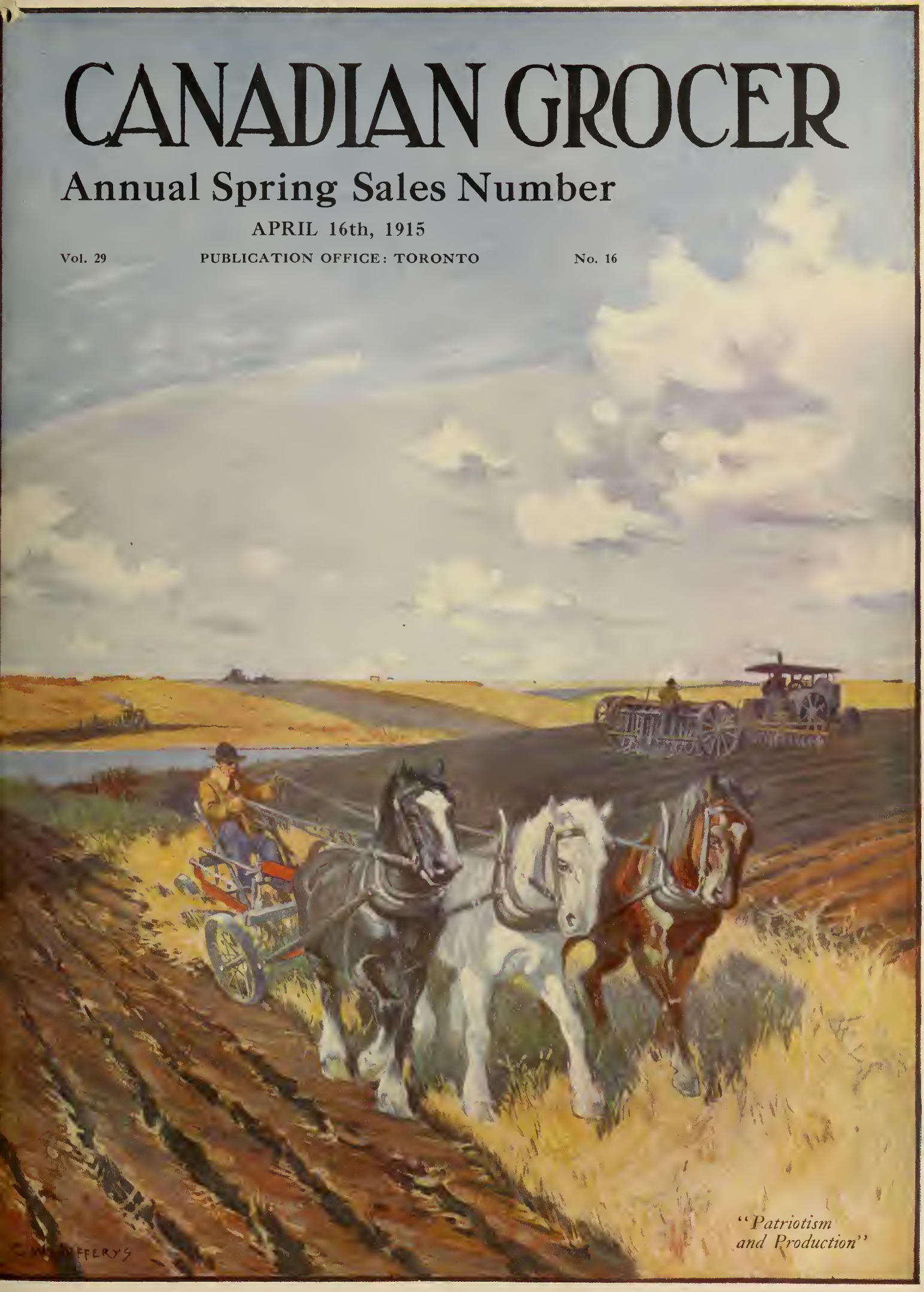
*Not Bleached—Not Blended.

CANADIAN GROCER

Annual Spring Sales Number

APRIL 16th, 1915

Vol. 29 PUBLICATION OFFICE: TORONTO No. 16



"Patriotism and Production"

Alberta—Manitoba—Saskatchewan MERCHANTS

Opportunity, in the shape of the most uniform Quality Groceries in Canada, **is knocking at your door.**

NO-VARY
Quality

PURE FOOD PRODUCTS
with 300 items in the line,

backed by a strict "Satisfaction or Money Back" guarantee, win quick recognition, win popular favor, win new customers and increased profits wherever they are stocked.

NO-VARY "ALWAYS GOOD" Bo-Ka (Blue Label) Pure Food Products represent the highest quality goods obtainable.

NO-VARY "ALWAYS GOOD" (Yellow Label) Pure Food Products are of excellent grade and solid pack—a superior moderate-priced line.

Distributed by:

Moose Grocery Co., Ltd., Moose Jaw, Sask.
Swift Current Grocery Co., Ltd., Swift Current, Sask.
Weyburn Grocery Co., Ltd., Weyburn, Sask.
Simington Co., Ltd., Calgary, Alta.
Medicine Hat Grocery Co., Ltd., Medicine Hat, Alta.
Camrose Grocery Co., Ltd., Camrose, Alta.
Alexander Grocery Co., Ltd., Camrose, Alta.
Brandon Grocery Co., Ltd., Brandon, Man.

For further particulars and a call from one of our Special Representatives write

NO-VARY PRODUCTS CO., LTD.
TORONTO, CANADA

The Red Ball that means Quality Sugar

We are making this the best known trade-mark in Canada. Newspapers, Magazines, Bill Boards are carrying the message of "Lantic Sugar" into practically every home in the world Dominion.

People can't help but see the huge red ball — bearing the words "Lantic Sugar" — that catches their eyes from the Posters and our advertisements are telling the story of "the most up-to-date refinery in the world," where "Quality" sugar is made.

Lantic *Granulated*
2 and 5 lb. Sealed Boxes. 10 lb., 20 lb., 100 lb. Bags

Lantic *Powdered*
2 lb. Sealed Boxes

Lantic *Icing*
1 lb. Sealed Boxes

Atlantic Sugar Refineries Limited MONTREAL, QUE. ST. JOHN, N.B.

Thistle Brand Fish

shape your customers' habit of buying the same brand always

So deliciously pleasing that once a customer uses either Thistle Brand Haddies or Flaked Fish, she unconsciously decides to use fish more often—and the same brand.

Caught in the best fishing beds in Canada, only the choicest and best fish are selected for "Thistle" Brand. Cured and boxed a few hours after coming from the sea.

Thistle Brand Fish reach the table fresh and appetizing.

There's a ready demand waiting for you to stock "Thistle" Brand. Get in touch with your wholesaler and stock up to-day.

Arthur P. Tippet & Co., *Agents,* **Montreal**

Bordens

Hamper Days Coming

It's now only a few weeks away from the hot summer weather when outings will be all the go—when old and young Canada hie themselves away to the cool, open country with the hamper groaning with good things to eat.

Chief among these will be the Can of Reindeer Coffee or Cocoa and one of the several Borden lines of Condensed or Evaporated milks.

They have got past the luxury stage to-day and are classed among the **absolute necessities** for the summer and even the winter outing parties. For camping nothing can take their places and Summer Cottagers, without access to ice, give their unanimous blessings to the Borden Milk products. **There is this business to be had in your town—why not get it by counter and window display suggestions?**

Borden Milk Co., Limited

"Leaders of Quality"

MONTREAL

Branch Office: No. 2 Arcade Bldg.
Vancouver, B.C.

Made-in-Canada

What's Best for the Soldier is Good for All

Jam is one of the most important articles of the diet of the British soldier, says Sir Victor Horseley, notwithstanding the ridicule to which it is subjected, particularly by German humorists.

Jam, says Prof. James Long, has three and a half times the energy value of butter. Its value lies in its richness in sugar—of which one-half its weight consists—in the minerals present in the skins of fruit, in its laxative character, and its mechanical aid to digestion. Besides it is toothsome and gives a relish to army diet that by its mental effect goes far in the maintenance of health. No better variant could be found for a diet limited to simple foods.

The professor points out the fallacy of the popular belief that all sugars are alike. In jam it partakes of the nature of sugar of fruit.

Unlike the beet and cane sugar of commerce, the sugar of fruit has a remarkable effect on nutrition. Commercial sugar, if eaten too freely, causes irritation, acidity, and other freaks of indigestion. When the same sugar is employed in jam it partakes largely of the nature of fruit sugar and its ill effects largely disappear. This is particularly true of the "invert sugar" of jam that has been well boiled. Invert sugar is due to the united action of heat and fruit acids.

The most nutritious and useful varieties of jam are those made from plum, apricot, gooseberry, and currant, but a mixture of plum and apple stand at the head of the list. Jam should not be considered as a dainty, but as an article of food.

You're safe in pushing the Banner Brand Lines.

Lindners Limited

WINNIPEG
306 Ross Ave.

TORONTO
340 Dufferin St.

REPRESENTATIVES:
H. Whissell, 2928 Drolet St., Montreal; H. D. Marshall, Ottawa, Ont.; W. L. McKenzie & Co., Edmonton and Regina; Jacksons, Ltd., Calgary; R. S. McIndoe, Toronto.

The People's Favorite

The New Home of Banner Brand Jams, Jellies and Marmalade

Illustration shows view of our new Factory at Brampton, Ont. It will be ready for occupation by June 1st, and is the largest and most up-to-date factory of its kind in Canada. It has all the latest improvements for the manufacturing of Jams, Jellies and Marmalade.

"BANNER" BRAND QUALITY has created the great and increasing demand for Banner Brand Jams, Jellies and Marmalade which has necessitated the erection of this fine, modern Factory.

The Success of "BANNER" Brand has proven that when the Canadian Manufacturer considers **"QUALITY FIRST,"** the Canadian Consumer always buys "MADE IN CANADA" Products.

ORDER "BANNER" Brand in 2, 4, 5 and 7-lb. gold-lacquered pails, 12-oz. glass jar, new anchor cap tumbler, and 30-lb. wood pails.

Lindners Limited

WINNIPEG
306 Ross Ave.

TORONTO
340 Dufferin St.

REPRESENTATIVES:

H. Whissell, 2928 Drolet St., Montreal; H. D. Marshall, Ottawa, Ont.; W. L. McKenzie & Co., Edmonton and Regina; Jacksons, Ltd., Calgary; R. S. McIndoe, Toronto.

Vanilla that is 50% Stronger than the Government Standard

The purest essence of the Mexican Vanilla Bean

Shirriff's True Vanilla

There's more than the Shirriff special process back of Shirriff's True Vanilla quality, there is the expert selection of the beans that produce the finest flavored extract—the Mexican Vanilla Bean.

The result is that Shirriff's True Vanilla contains 50% more real vanilla extract than is called for by the Government in their standard for pure vanilla extract. There is a guarantee on every bottle.

Send for a sample of the real Mexican Vanilla Bean and compare its flavor with Shirriff's True Vanilla.

Imperial Extract Co., Toronto

Western Representative—H. F. RITCHIE & CO., LTD., Toronto
Montreal—W. S. SILCOCK Quebec City—ALBERT DUNN
Maritime Provinces—W. H. L. USHER, Halifax

A delicious dessert

Fresh raspberry jelly—the very words suggest something unusually delightful—something different from the ordinary every day dessert. And if the jelly is a

Shirriff's Jelly

—a jelly made from a package of Shirriff's Jelly Powder—the dessert will indeed be delicious. The well-pronounced "fruity" taste of Shirriff's Raspberry Jelly blends to a nicety with the fresh raspberries, which should be inserted in the jelly just as it begins to thicken. Serve plain or with crushed raspberries—or with whipped cream or ice cream. This is only one of the many alluring ways of serving Shirriff's Jelly with fresh fruits. Fruit jellies with Peaches, Bananas, Oranges, Pineapple, Blueberries, Cherries, Currants, Grapes, are also very delicious. Serve them often during the fresh fruit season.

103

This is part of the free service given to Shirriff's Jelly Dealers

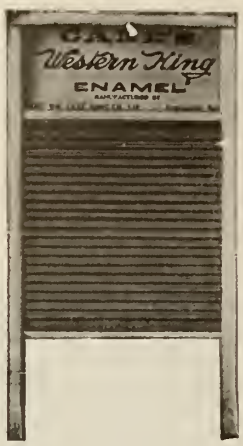
The above represents one of our widespread newspaper advertisements which are designed to create in the public a desire to use these fine quality jellies.

Also, we supply dealers with handsome window displays and cards to brighten up his store and help close sales.

Become a Shirriff Jelly dealer. Write for free window display.
Order from your jobber or direct.

Imperial Extract Company, Toronto

Western Representative:—H. F. Ritchie & Co., Limited, Toronto Montreal:—W. S. Silcock
Quebec City:—Albert Dunn Maritime Provinces:—W. H. L. Usher, Halifax



Cane's Woodenware wash-day requisites are unequalled

Made from the finest Canadian materials—the best wood that the world produces for the purpose, by expert workmen, whose aim is to uphold the Cane reputation, these goods meet every requirement of the Canadian housewife from the quality standpoint.

All materials are obtained within the Empire where possible, others from friendly nations, thus supporting directly and indirectly the British Empire and her markets, giving the preference always to Canadian labor.

Cane's woodenware in unequalled for durability and is well known to the Canadian housewives, being the household word for woodenware for over twenty-five years.

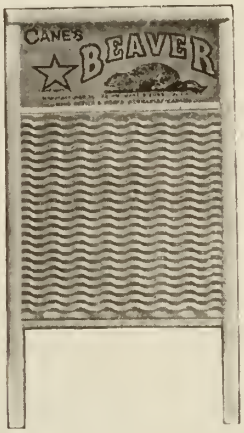
Back of **Cane Woodenware** is our guarantee which protects you and your patrons.
Order your stock now and make extra profit this summer.

The WM. CANE & SONS COMPANY, Limited

Newmarket, Ont.

Our Washboards are made from British Glass, Belgian Zinc, Canadian Wood by Canadian Labor

MADE-IN-CANADA



Madam Housewife will do her own washing this Summer

This statement is inspired from the actual fact that a large percentage of Canadian housewives are to-day, from choice or necessity, doing their own work, including washing, baking, etc.; thousands more will join them this summer and will require supplies and utensils to work with.

You have the first call.

These women order groceries from you often and would give you their order for woodenware—tubs, washboards, pails, clothespins, bake-boards, etc., just as quickly as to any one else, so why not always mention *Cane's woodenware* when taking an order?

Timely suggestions mean more sales and profits. Make an attractive display of wash-day requisites and make Cane's woodenware the feature.

Send to-day for our handsomely illustrated catalog.

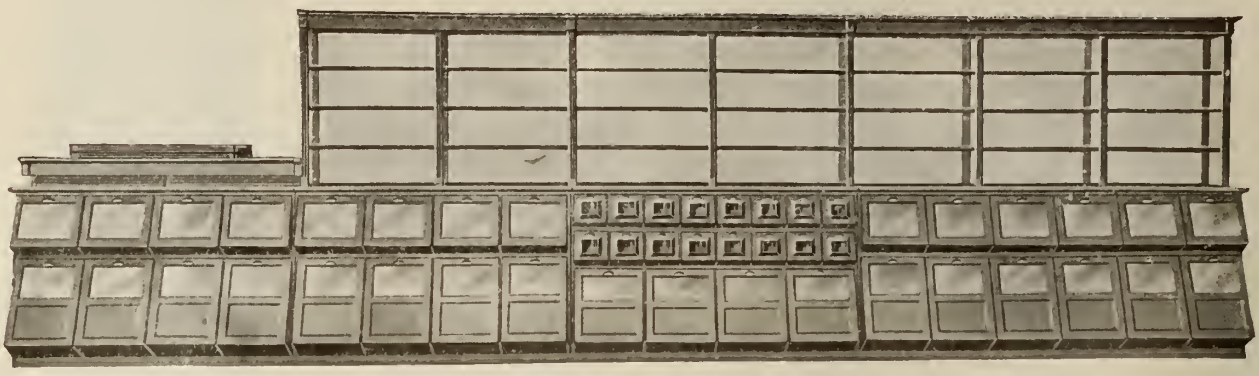
The WM. CANE & SONS COMPANY, Limited

Newmarket, Ont.

Our Washboards are made from British Glass, Belgian Zinc, Canadian Wood by Canadian Labor

MADE-IN-CANADA

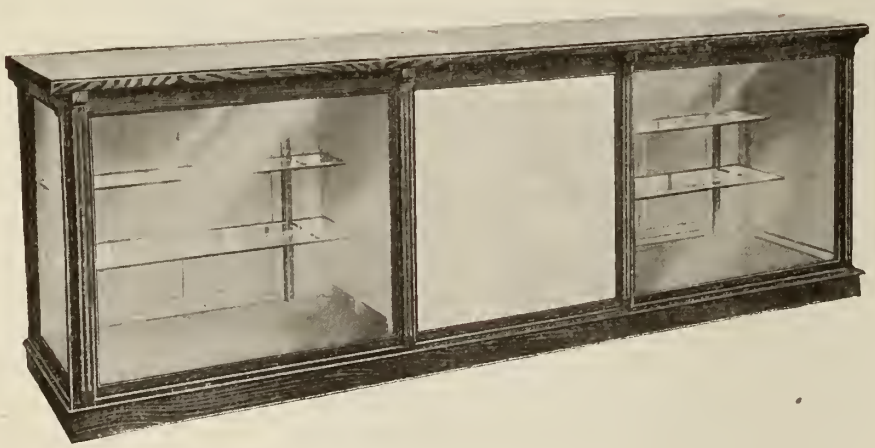
The Clean Food System



Interchangeable Sectional Grocery Wall Case Combination "X."

This sectional case is made in golden oak as shown, complete with shelving, ready for prompt shipment on a day's notice. You select the number of sections to make up the necessary length, set them up, and start business. If on expiration of your lease you move to larger quarters, you add to or rearrange to suit the building. Lower Case 48" high, shelving 48" high.

You may put Pure Food in drawers used in ordinary on bulk. Counters with bins for sack lots of cereals, Cases, and while stock is as pure and clean as you c sty and indifferent in flavor, but is as nearly clean to partly open or loose-fitting drawers allowing the close automatically, and fit snugly to the dust-proof ing on counters or sweeping to contaminate your sto c an order, but with the Walker Bin Clean Food to carefully close a drawer or box each time they serck. On a busy day your clerks will not take the time System, the bins being counterbalanced or pivoted, ever-present fly and other germ carriers when work- and air-tight bin chamber. Stock is not air-dried, dm get it, you cannot possibly keep it clean, owing and fresh as it is possible to serve it to your trade fr store fixtures, or even in Pure Food Counters and meal and sugar in all sizes.



Refrigerator Counter

No. 9-0

Opalite Top and Panel. Also furnished with marble or glass display top.

Stock sizes 9′ and 11′.

We will have stock for prompt shipment of wall cases, counters and show cases, in Vancouver, Edmonton, Saskatoon, Winnipeg Agencies for Western trade and in Berlin for the East.

The Walker Bin & Store Fixture Co., Ltd.

BERLIN, ONTARIO

WESTERN AGENCIES:

Vancouver:—R. J. Borland, Room 611, Northwest Trust Bldg.
Edmonton:—Edmonton Specialties Company, 113 Howard Ave.
Saskatoon:—North West Specialty Company.
Winnipeg:—Watson & Truesdale, 120 Lombard St.

EASTERN AGENCIES:

Ottawa, Ont.:—Geo. Cameron, 414 Gilmour St.
Montreal, Que.:—W. S. Silcock, 33 St. Nicholas St.
St. John, N.B.:—R. R. Rankine, 46 Adelaide St.

Store of Hogarth & Clendennan, Kerr Robert, Sask., using Fixtures made for J. F. Cairns, Saskatoon, in 1907.

A typical Walker-Bin fitted Western Store—the Interchangeable Sectional Grocery Wall Case Combination "X" is shown in actual use

With the **CLEAN** food movement on foot all over the country—the Walker-Bin idea of store fitting is receiving much attention. We have fitted and are fitting new grocery stores and re-fitting old ones from the Atlantic to the Pacific.

Over 90% of stores illustrated as up-to-date are W.B. Stores.

We specialize on grocery store fittings and carry wall cases, counters, and show cases in stock at our agencies for immediate shipping. **Write to-day to our nearest agent, giving particulars of your requirements.**

The Walker Bin & Store Fixture Co., Limited

BERLIN, ONTARIO

WESTERN AGENCIES:

Vancouver:—R. J. Borland, Room 611, Northwest Trust Bldg. **Saskatoon:** North West Specialty Company.
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Ottawa, Ont.:—Geo. Cameron, 414 Gilmour St. **Montreal, Que.:**—W. S. Silcock, 33 St. Nicholas St.
St. John, N.B.:—R. R. Rankine, 46 Adelaide St.

Give your customers more value *for* their hard-earned dollars

Bee Brand Specialties, Jelly Powder, Starch, Borax and many others are gaining a country-wide reputation for exceptional value.

Bee Brand Jelly Powder

With a package of Jelly Powder that sells for 5c, and equal in quality to any 10c line on the market, you can expand your business in Jelly Powders to an enormous degree.

You can give a written guarantee with every package of Bee Brand Jelly Powder, and we will stand back of it. It is the biggest value ever offered to the trade.

Bee Brand Starch

Your housekeeping customers will appreciate the value of a starch that will never allow the iron to stick, but gives a high polish that never cracks and is always pliable. Bee Brand Starch is prepared from a special formula which has these exclusive features. Introduce it to your customers.

Bee Brand Borax

The superior quality of Bee Brand Borax is evident from the continued growth of its sale throughout Canada. As a cleansing medium it has no equal.

Expand your business this Spring and Summer by pushing Bee Brand Specialties. Order trial shipment to-day.

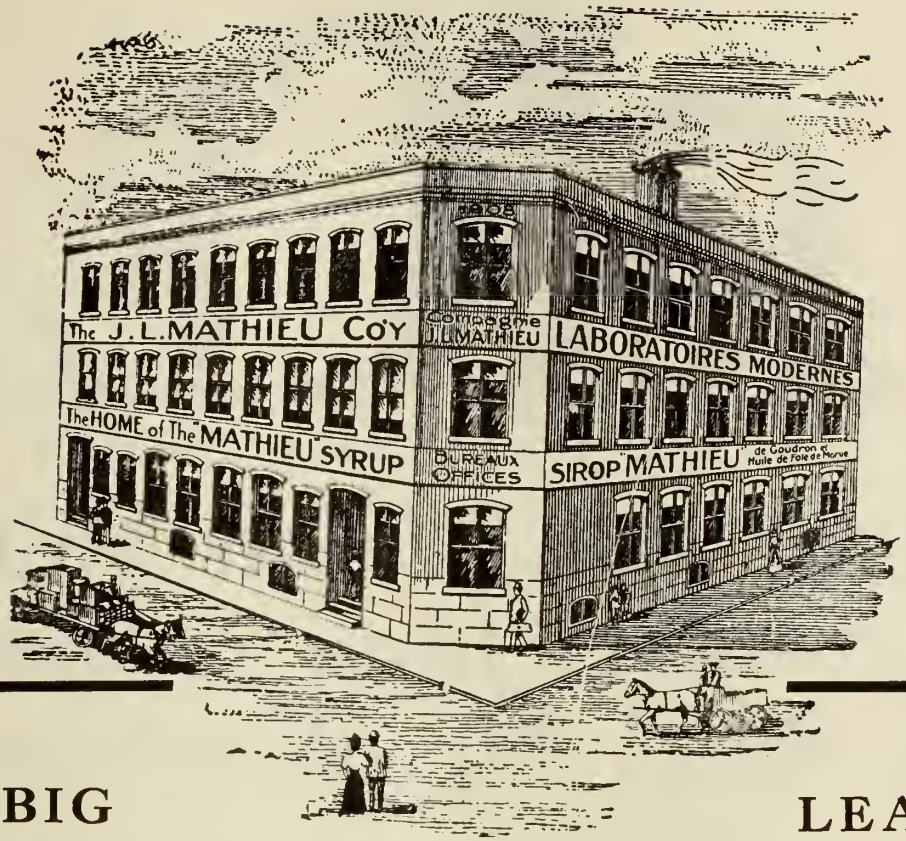
We want you to write direct and connect with us. We have a money-making plan.

Responsible Agents Will Hear of a Good Proposition.

We especially ask the attention of our friends in the North-West to whom we have been writing.

The Bee Starch Company

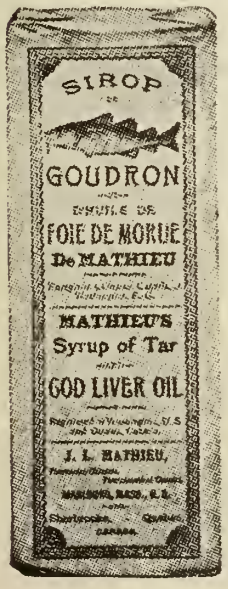
MONTREAL



TWO BIG **LEADERS**

Mathieu's Syrup of Tar
and Cod Liver Oil

THE GREAT CANADIAN REMEDY FOR TROUBLES OF THE THROAT AND CHEST—A SYSTEM TONIFIER



The great Canadian remedy for troubles of the throat and chest—a system tonifier.

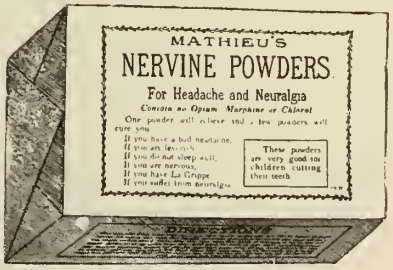
Spring usually brings its troubles to persons with weak throat and lungs—colds that take hold in the Spring require quick action to remove them before real trouble sets in.

Right now is your best time to stock and push this famous Canadian Lung and Throat remedy.

Put up a good display on your counter and ticket it with a sign like this—**"Rid yourself of that bad throat by using Mathieu's Syrup of Tar and Cod Liver Oil."**

Good sales and profits will result.

Mathieu's Nervine Powders


MATHIEU'S
NERVINE POWDERS
For Headache and Neuralgia
Contain no Opium Morphine or Chloral
These powders are very good for children cutting their teeth

cure all headaches, nerve pains, neuralgia, etc., without resort to dangerous narcotics or poisons such as opium, morphine, chloral, etc.

They're safe to sell and safe to take. Stock up now. Foley Bros., Larson & Co., Lic. Wholesale Grocers and Confectioners, Winnipeg, Edmonton and Vancouver, Distributors for Western Canada.

Order Stock From Wholesaler

J.L. Mathieu & Co. (Proprietors) **Sherbrooke, Que.**

L. Chaput, Fils & Cie, Wholesale Depot, Montreal

RICE

Adopt the "From Mill to Customer" Idea in ordering Rice, Mr. Wholesaler

Here's the idea boiled down into as few words as possible:—

Send your order to us, we will ship direct to the retailer, giving you credit for the same.

No worry, less money tied up in stock, less warehouse space used, no trouble or delay in handling.

This means quicker service for your customers, which reflects to your credit.

Start to-day and talk more rice sales and direct service to the retailer.

We are exclusively rice millers, and as such can offer fresh goods and quick service.

Push Rice, Mr. Retailer, and reduce the cost of living.

Mount Royal Milling & Mfg. Co.

D. W. ROSS CO., Agents

MONTREAL

Your Country Needs You

To Buy

Pure Jams Made in Canada

ALWAYS IN CONDITION

PREPARED IN COPPER KETTLES. BOILED IN SILVER PANS

THE OLD RELIABLE

ALWAYS PACKED IN GOLD LINED PAILS AND GLASS

WAGSTAFFE'S THE BEST

Crystal Soap Chips

Both Wonderful in Results

¶ Washday loses its usual horrors to the woman who pins her troubles to these two great cleansers — *"Wonderful" Soap* and *"Crystal" Soap Chips,* for they produce wonderful results in leaving fabrics soft and snowy white.

¶ These famous Canadian-Made Soaps are absolutely pure, wash quickly and without any injury to the most delicate clothes. When they are used no bleaching is necessary.

¶ "Wonderful" Soap's attractive labels make excellent window and counter displays.

Write us to-day for sample order. There is good profit in this duet of big sellers

The Guelph Soap Co.

GUELPH, ONTARIO

Our Spring Greeting

To the Retail Grocers of Canada

Gentlemen,—

We wish to return our cordial thanks for the magnificent support given to our line during the past years and to assure you that nothing reasonable will be left undone in the future to K E E P K E L L O G G' S TOASTED CORN FLAKES in the enviable position it now occupies in the grocery trade of Canada.

We trust that the patriotism which is now so much in evidence in Canada, will induce you to confine your orders as closely as possible to goods "MADE IN CANADA."

The annual meeting of the retail grocers of Ontario will be held in London on May 3rd, 4th and 5th, and we cordially invite all those attending and their friends to visit our new factory and investigate the interesting process of the manufacture of this popular food.

BATTLE CREEK TOASTED CORN FLAKE COMPANY, LIMITED

LONDON, CANADA

MY WORD!
KEATING'S KILLS

Keating's Powder

the universal insecticide. Fatal to every form of insect life, but harmless to humans or animals.

Many lines are common to both the Retail Grocery and Drug Trade

Sal. Soda, Carb. Soda, Lye, Household Ammonia, and other articles used in the pantry, kitchen and laundry, are Grocers' and Druggists' sundries.

In the British Isles, and the Colonies outside Canada, Keating's Insect Powder is also regularly stocked by Grocers, as well as Druggists. It belongs to the Grocery Trade because it is just as necessary in the kitchen and pantry as lye, ammonia and soap.

Keating's Powder is a legitimate line for the Grocery Trade. It is put up in carefully sealed and wrapped tins that display well among shelf goods.

It is not a poison. It is an "insecticide"; fatal to every form of insect life, but harmless to human or animal life.

Keating's may be sprinkled in the pantry shelves, freely among the dishes.

This is where Keating's is different from other "insect and bug exterminators" that are poisons of a general character. And so there is a regulation against Grocers keeping insect powder for sale in bulk, but Keating's is put up in tins only. It is never marketed in bulk.

Keating's is a cleanly, profitable line. It will not deteriorate with age. It is in general demand the year round wherever insect life is a pest. It may be recommended with confidence to prevent, kill or drive away moths, roaches, fleas, bugs, ants, flies. Every tin has a sprinkler top.

A spoonful allowed to smoulder on a tin or plate will raise a not disagreeable fume that will dispel mosquitoes. If burned in a closed room it will kill mosquitoes and flies.

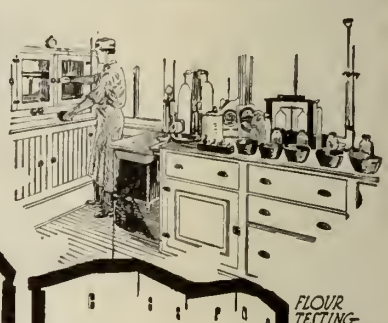
You will be asked for Keating's Powder.

Every sale means a customer for a repeat order.

Made by
THOMAS KEATING,
London, England.
Established 1788.

Sole Agents for Canada:
HAROLD F. RITCHIE & COMPANY, Limited,
10-12-14 *McCaul Stret,*
Toronto.

PURITY FLOUR
More Bread and Better Bread



FLOUR TESTING LABORATORY

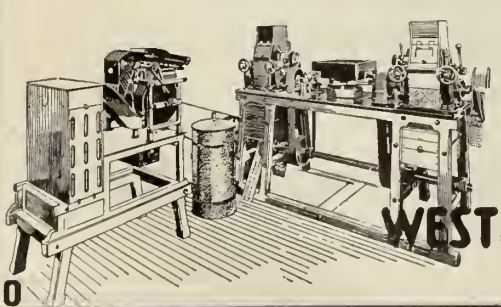
PURITY FLOUR Talk No. 7
To the Proprietor and his Assistants.

CO-OPERATION

It is with your generous co-operation in pushing PURITY FLOUR that we can enter into and maintain relations remunerative to your customers, your firm and ourselves. The retailer who carries PURITY KNOWS he is selling flour PLUS perfect bakeday satisfaction.

EXPERIMENTAL MILL

Apart from dollar-making, the owner of a business feels a sense of gratification in exchanging for money those commodities which give the purchaser more than usual value. This spirit is attributable to inherent pride in one's business and in one's REPUTATION.



Through our good name embodied in the PURITY FLOUR trade-mark and your reputation in your community, we can operate to mutual advantage. Why not sell PURITY, guaranteed to be BETTER than "the other kind?"

Main Offices: Winnipeg, Toronto, Victoria

WESTERN CANADA FLOUR MILLS CO., LTD.
MILLERS TO THE PEOPLE

10

Mason & Hickey

Manufacturers' Agents

Head Office - WINNIPEG, Man.

P.O. BOX 2949

BRANCHES

Regina Saskatoon Calgary Edmonton Vancouver

Representing the following:—

THE BORDEN MILK CO., Montreal ..... Evaporated and Condensed Milk
CANADA STARCH CO., Montreal, Brantford and Fort William ..... Starch, Syrup and Glucose
GRIFFIN & SKELLEY, San Francisco ..... Dried Fruits and Canned Goods
E. D. SMITH & SON, Winona ..... Jams, Jellies & Marmalade
PROCTER & GAMBLE, Cincinnati ..... Crisco and Ivory Soap, Pearline and Sopade
J. H. WETHEY, LTD., St. Catharines ..... Mince Meat
INGERSOLL PACKING CO., Ingersoll .... Cheese and Smoked Meats
GORMAN, ECKERT & CO., London ..... Olives, Spices and Extracts
THE DOMINION SUGAR CO., Wallaceburg Sugar
FOSTER & HOLTERMANN, Brantford ..... Honey
HARPER-PRESNAIL CIGAR CO., Hamilton Cigars
CRESCENT MFG. CO., Seattle ..... Mapleine
MAPLES, LTD., Toronto ..... Maple Syrup and Maple Butter
D. URQUHART, Hensall ..... Beans
NICHOLSON & BROCK, Toronto ..... Bird Seed and Bird Gravel
NATIONAL LICORICE CO., Montreal .... Licorice and Gums
W. A. TAYLOR & CO., Winnipeg ..... Horse Radish and Relishes
WM. ROGERS & CO., Denia, Spain ..... Valencia Raisins
ROBIN HOOD MILLS, LTD., Moose Jaw .. Cereals and Flour
THORNTON & CO., Malaga ..... Blue Fruits and Almonds
WM. MEYER & CO., Patras ..... Currants
MANFORD SCHIER, Dunnville ..... Evaporated Apples
DESEGAULX & CO., Bordeaux, France ..... French Goods

Matchless Ammonia Powder

THE KEENLEYSIDE OIL CO.
LONDON. ONTARIO.

(The best on the Market)

—A business-getter that is no experiment

"For Mother"

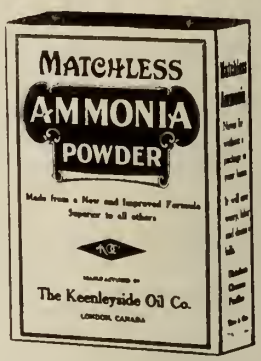
Though a comparatively new brand of Ammonia Powder it is a proven success.

Owing to special ingredients, which place it in a class by itself, "Matchless" Ammonia does not smart or injure the hands, is as fine as flour, and does the work efficiently. This explains its increasing demand.

Every "Matchless" Ammonia Powder customer is a permaneut one, because satisfied with results.

We stake our reputation on these statements, for while this is a comparatively new line, the firm itself has been established in business for nearly a quarter of a century.

Write us for our selling proposition.



The Keenleyside Oil Co., London, Ontario

Western Distributors: Ruttan, Alderson & Lound, Ltd., Winnipeg.

"Sweetheart" Brand

SPICES, COFFEES, JELLY FLAVORING

Trade-Mark of Quality

"Loyal" Brand

POWDERS, BAKING POWDERS EXTRACTS, ETC.

Are you selling them? They're sold by the best stores in the country

These two brands represent the pinnacle of quality—the direct result of the use of the purest ingredients, prepared scientifically, and put up under the best possible conditions.

After years of experimenting the perfected result is **Sweetheart Baking Powder and Jelly Powder**—guaranteed absolutely pure and to give absolute satisfaction.

"Loyal" Brand Coffee is steel-cut. No chaff, no dust. It is a topnotcher—the coffee that gives an effusion that is delicious to the last drop—real quality in the cup.

SPECIALS.

"Honey Drip" Icing Flavoring in six flavors—Orange, Lemon, Maple, Chocolate, Raspberry and Strawberry.

"Loyal" Brand Orangeade and Lemonade. Sold with coolers and also in 10 and 25-cent bottles.

It pays others to push these brands—it will pay you. **Send for receipt and cook books for distribution.**

WRITE TO-DAY.

IXL Spice and Coffee Mills, Limited

LONDON, ONTARIO

Durum Wheat is especially adapted to the manufacture of Macaroni.

A great deal depends on the quality of the ingredients used in the manufacture of macaroni.

Ordinary wheat flour does not produce macaroni that will stand the quality test—the palate test which results in more business.

The finest grade only of durum wheat semolina is used in "Quality" Macaroni —none other is good enough to uphold the standard which we have set.

A small order of "Quality" Macaroni will put you on the right road to a permanent macaroni trade in your town. This trade is well worth going after, for it means increased business in other lines.

Order your stock to-day.

THE PRESS

Another important part of the excellent equipment employed in the manufacture of "Quality" macaroni.

Not a stone is left unturned to maintain our high standard.

Ask about our special deal.

F. A. MARTOCCIO MACARONI CO.

MINNEAPOLIS, MINN.

Canadian Agents: W. H. ESCOTT, Winnipeg, Man. CYRIL C. RENDELL, Montreal, Que.

Twenty-five Attractive Blotters in Each Case. We Assist the Dealer to Popularize Our Line

The brand that sells readily—with a satisfactory profit to you—should find a prominent place in your store.

Libby's Food Products

—"the brand you can trust"—meet every condition.

Sweet, Sour and Mixed Pickles
Olives and Olive Oil Orange Marmalade

Libby, McNeill & Libby
GUELPH ONTARIO CANADA

IN THE FRUIT SEASON

The housewife would almost as soon be without sugar or potatoes as not to have

Parowax

always on hand. For sealing preserves, jams and jellies, Parowax is a staple.

Parowax is also largely used for loosening dirt when washing clothes. Women like it because it makes washing easy, and does away with all the hard rubbing.

Our advertising this year will again stir up a good demand for Parowax. Be ready for it. Put up in ¼-lb. cakes, packed 4 in a carton, 20, 40 or 100 cartons in a case.

MADE IN CANADA

THE IMPERIAL OIL COMPANY
Limited
BRANCHES IN ALL CITIES

Cleave's

CELEBRATED
DEVONSHIRE CREAM
Chocolate

A high-grade and up-to-date article, showing an excellent profit and giving increasing satisfaction.

THE CHOCOLATE THE PEOPLE WANT.

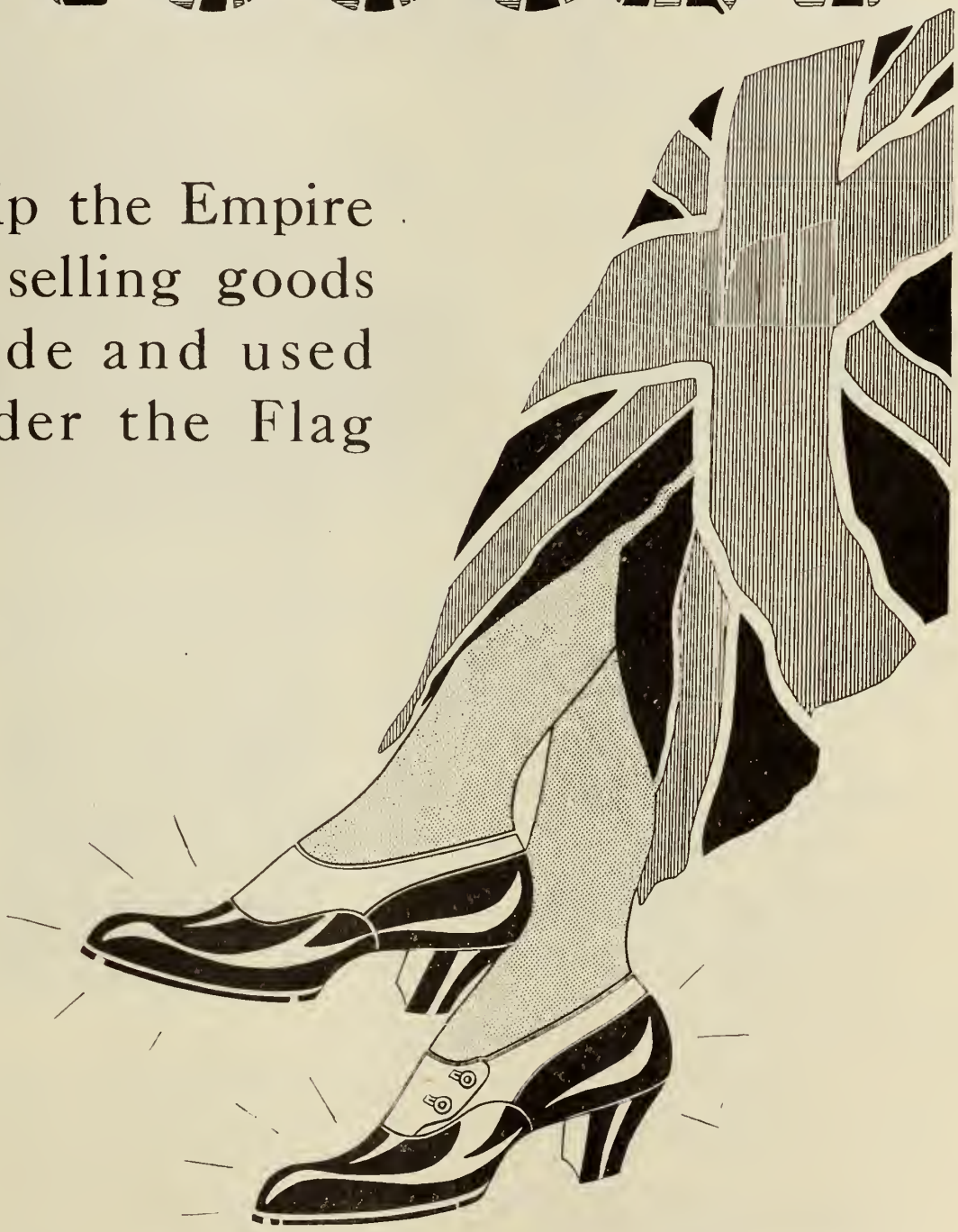
Also other new and attractive 5 cent lines.

AGENTS:
MONTREAL—F. Davy & Co., 6 St. Sacrament St.
TORONTO—Mason's Ltd., 25 Melinda St.
WINNIPEG—Hamblin & Brereton, Ltd., 149 Notre Dame Ave. E.
VANCOUVER—Hamblin & Brereton, Ltd., 842 Cambie St.

JOHN CLEAVE & SON, LIMITED
CREDITON, DEVON, ENGLAND

NUGGET

Help the Empire by selling goods made and used under the Flag



The "Nugget" Polish Company, Limited

9, 11 and 13 Davenport Rd., Toronto, Ont.

The lowest-priced meat slicer that competes in efficiency with the highest

THE IMPERIAL

The day of the hand slicing of meats, either cooked or cured, is past—the consuming public want meats sliced uniformly without handling. The Imperial is simplicity itself and does as good work as the most expensive and with less trouble.

Write to any of our distributors for full particulars.

Canadian Agents

W. G. Craig & Co., Ltd.

KINGSTON, ONTARIO

DISTRIBUTORS:

D. S. Robertson & Sons, Ottawa, Ont.; Eby-Blain, Ltd., Toronto, Ont.; W. H. Gillard & Co., Hamilton, Ont.; A. M. Smith & Co., London, Ont.; The Howe, McIntyre Co., Montreal, Que.; J. B. Renaud & Cie, Quebec, Que.; G. E. Barbour Co. Ltd., St. John N.B.; Bauld Bros., Ltd., Halifax, N.S.; Codville Co. Ltd., Winnipeg, Man.; A. Macdonald Co. Ltd., Winnipeg, Man.; Jobin Morrin Co. Ltd., Winnipeg, Man.; Codville Co. Ltd., Saskatoon, Sask.; Codville Co. Ltd., Moose Jaw, Sask.; Macdonald, Cooper & Co., Edmonton, Alta.; A. Macdonald Co. Ltd., Nelson, B.C.; A. Macdonald & Co., Ltd., Fernie, B.C.; Kelly, Douglas & Co., Ltd., Vancouver, B.C.

COIN PURSES

(Our new penny piece)

NIGHT STICKS
WHISTLES
FLEXIBLE STICKS
CIGARETTES

and a full line of attractive and quick-selling Licorice Specialties.

Order from your Wholesaler

Everything in Licorice for Grocer, Druggist and Confectioner

MADE IN CANADA

National Licorice Company

MONTREAL

When you sell

HEINZ
57
VARIETIES

PURE FOOD PRODUCTS

You give your customers—
Goods Made in Canada—
from Canadian Materials—
by Canadian Employes.

H. J. HEINZ COMPANY

Canadian Factory:—Leamington, Ont.

Warehouse:—Toronto

Sell The Salt That's of Lily

PURITY

(the name of the salt that satisfies)

Back of the ever-increasing demand for Purity. Salt is a satisfaction made possible by the quality which results from the most modern vacuum salt manufacturing plant, manned with a staff of efficient workmen who are experienced in salt making and who are careful to do their part to produce an article pure to the last degree.

Purity Salt, whether for table or dairy use, is without an equal. It satisfies the most discriminating trade.

The handy, free - running package here shown is a great aid to the housewife in filling her shakers.

Order your supply of Purity Salt, which is put up in all sizes of sanitary cotton bags and handy, free-running packages.

The Western Salt Co., Limited

COURTRIGHT, ONTARIO

"Covering the Provinces of Manitoba, Saskatchewan and Alberta"

Established 1907

W. H. Escott Co., Limited

WHOLESALE

Grocery Brokers and Mfrs.' Agents

EDMONTON — Alberta

L. C. PERKINS, Manager — Shaw Building

W. H. Escott Co., Limited

WHOLESALE

Grocery Brokers and Mfrs.' Agents

CALGARY — Alberta

E. H. TELFER, Manager — 326 Eighth Ave. W.

W. H. Escott Co., Limited

WHOLESALE

Grocery Brokers and Mfrs.' Agents

REGINA — Saskatchewan

BRUCE L. McMILLEN, Manager — 1821 Scarth St.

W. H. Escott Co., Limited

WHOLESALE

Grocery Brokers and Mfrs.' Agents

Head Office: 181-183 Bannatyne Ave.

WINNIPEG — Manitoba

Competent salesmen, also excellent storage accommodation (at a minimum charge) at the different wholesale centres. We make a specialty of pooled cars and straight carload business

We Get Results

Only Pure Fruit

Furnivall's FINE FRUIT PURE JAM

Pure Cane Sugar

smacks *of* the real home-made "want-more" flavor

MADE-IN-CANADA

—the jams that come up to a boy's dream of his mother's jams—the jams that are different in quality and flavor because they are put up by a maker who has had two decades of practical experience in old England, where quality is everything.

Nothing but the freshest, sun-ripened fruits and finest of pure cane sugar are used in Furnivall's Jams.

Quality and Cleanliness go hand in hand

in the manufacture of these fine quality, pure fruit jams. The Furnivall factory represents the acme of cleanliness, everything associated with this purely made product is spotlessly clean.

The Quality is better. **The Price is right.**

Put up in all standard size pails and glass jars.
Ask your wholesaler for it.

Furnivall-New, Limited

HAMILTON, CANADA

Agents:—Halifax, B. C. Woodworth, 533 Robie St.; St. John, N.B., W. W. Chase, 79 Paradise Row; Montreal, W. S. Silcock; Ottawa, L. T. White; Toronto, Dunn-Hortop Co.; Fort William, W. F. Elliott; Winnipeg, H. P. Pennock & Co., Ltd.; Edmonton, Alta., Central Brokerage Co.; Calgary, Jackson's, Ltd.; Hamilton, Ont., Grocers' Specialty Co.; Sydney, N.S., A. E. Shepherd.

Sanitary Cans

"The Can of Quality"

Baked Beans,
Soups,
Meats and Milk.

Sanitary Can Company

LIMITED

NIAGARA FALLS, ONTARIO

HERE ARE A FEW OF

McVitie & Price's BISCUITS

established favourites from the Old Country, which every grocer should stock

DIGESTIVE.	"The Premier Biscuit of Britain." Finest wholemeal.
SCOTTISH ABERNETHY.	The Scottish favourite.
ACADEMY CREAMS.	Rich cream-filled shortbread biscuit.
CREAMY CHOCOLATE.	Chocolate biscuit filled with cream.
OSBORNE.	The standard Old Country biscuit, delightful flavour.
RICH TEA.	Popular Scottish tea biscuit.
SMALL PETIT BEURRE.	Fine butter flavour.
CORONATION.	Rich shortcake.
BUNTY CREAMS.	Butterfly shape, cream sandwich, almond flavour.
BUTTERETTE.	Light short-eating cracker.
ROYAL SCOT.	Ideal tea or coffee biscuit.

Recognized Official Agents in the following cities:—
Halifax, Montreal, Toronto, Winnipeg, Calgary, Edmonton, Lethbridge, Vancouver and Victoria.

TRADE MARK KEYSTONE BRAND REGISTERED

Business as Usual

Thanks to the loyalty of our customers and the popularity of Keystone Brand Brushes and Brooms, we have been able to keep our factory running full time and with a full staff. The prospects are that we will have to increase our staff in the near future and thereby employ more Canadian labor.

Will you help us to do it?

Stevens-Hepner Co., Ltd.
Port Elgin, Ontario

ANNOUNCEMENT !

The Mennen Line now sold in the Dominion by The Harold F. Ritchie Co., Ltd., of Toronto—New Prices and Terms

The Harold F. Ritchie Co., Ltd., of Toronto, Ont., has been appointed selling agents for the Mennen Products throughout the Dominion, taking effect immediately. All orders should be placed with them; however, merchants located convenient to the factory at Montreal may place their orders direct.

New prices and terms, taking effect immediately, have been placed on the line, which now includes:

Borated Talcum, Violet Talcum, Flesh Tint Talcum, Sen Yang Talcum, Narangia Talcum, and Talcum for Men; Shaving Cream, Borated Skin Soap, Liquid Soap, and Bath Powder.

How We Help You Sell Mennen's Products

An aggressive advertising campaign will be carried in newspapers and the larger magazines in the leading cities in the Dominion. Also, many of the magazines in the United States, in which we advertise, have a large Canadian circulation. Window displays and dealer helps have also been prepared.

You will feel directly the influence of this tremendous advertising campaign. Better stock-up now with Mennen Products and get your share of this business—keep in stock the complete line and get 100% efficiency from your share.

Selling Agents

Harold F. Ritchie Co., Limited, Toronto, Ont.

Made in Canada by

G. MENNEN CHEMICAL COMPANY

Montreal

LONDON PARIS NEWARK, U.S.A. RIO DE JANEIRO
BUENOS AYRES MONTEVIDEO HAVANA MONTEREY, MEX., Etc.

RICH E PURE

D S

MADE-IN-CANADA

From the Juice *of* Winona's Delicious Concords

Winona district produces the best Concord Grapes in the World.

Five carloads are shipped from this district to one of any other district in Canada on actual orders from customers. The reason for this popularity is the richness and higher flavor, which is very pronounced in

E.D.S. Grape Juice

—Canada's delicious thirst-quenching pure Grape Juice beverage.

This juice is pressed from the freshly-picked grapes without losing the luscious flavor of the vine.

The greatest care is exercised in the picking, preparing and processing—the same care that has made E.D.S. products the guide of Canada.

Your early order should be mailed to-day. Be prepared for the warm weather with Canada's National Grape Juice beverage.

E. D. SMITH & SON

LIMITED

WINONA, ONTARIO

AGENTS:—NEWTON A. HILL, Toronto; W. H. DUNN, Montreal; MASON & HICKEY, Winnipeg; R. B. COLWELL, Halifax, N.S.; A. P. ARMSTRONG, Sydney, N.S.

SCAN THIS LIST OF REAL MONEY-MAKERS

Queen Quality Pickles
Queen Quality Catsup
Sweet Mixed and Chow
Bulk Pickles, in pails
English Chow Chow, in pails
Pure Tomato Catsup, bottled or in bulk
Worcester Sauce, bottled or in bulk
Queen Quality Universal Sauce.

Put up in 10 and 20-ounce bottles. Every one of these lines comes up to the highest standard that has popularized Queen Quality Pickles and made them trade-pullers with grocers everywhere.

Write for quotations on these and on Bonded Spirit and Cider Vinegar.

Taylor & Pringle Co., Owen Sound, Ont.

"Cow Brand" success is never doubted

Housewives have absolute confidence in the baking results when they use **Cow Brand Soda.** For Strength, Purity and Reliability it is unsurpassed. It is the surest trade builder and holder. Fill in your stock to-day.

CHURCH and DWIGHT

Limited

Manufacturers

MONTREAL

ROYAL SALAD DRESSING

MADE IN CANADA

Not a season article, but a good seller the whole year round. However, Spring and Summer is the big time for Salad Dressing.

Look up your stock of Royal and be sure you have enough.

Guaranteed to keep until the last drop is used.

MADE ONLY BY

THE HORTON-CATO MFG. COMPANY

WINDSOR, CANADA

Tin Cans

Plain or Decorated

Fibre Cans

All Fibre or with Metal Ends

Two Completely Equipped Factories Well Located to Serve the Canadian Trade

AMERICAN CAN COMPANY

MONTREAL ∴ HAMILTON

The women are looking for the Rose Brand sign on the rind

and as we continue to advertise, the stronger will be your reason for selling Rose Brand Ham and Bacon, and the more it will pay you to get back of this line and push.

You will have calls for Rose Brand Bacon, so don't wait and have to say, "Madam, I don't handle Rose Brand," but put in a stock now and see how quickly the news spreads and your sales increase. Back of the mild, full flavor of Rose Brand Ham and Bacon is the English curing process which gives Rose products that tender, juicy texture, crisp and appetizing.

With our distributing points centrally located, we can guarantee a service that is second to none.

Place your trial order to-day.

ROSE HAM AND BACON

MATTHEWS-BLACKWELL, LIMITED

TORONTO MONTREAL HULL PETERBORO BRANTFORD
WINNIPEG SYDNEY, C.B. FORT WILLIAM SUDBURY

Est'd S.J.M. LIMITED *1879*

It's Your Move

and ours

The present indications point to renewed business this Spring and Summer—things are already beginning to take on a new aspect. All they need now is greater energy behind them to ensure normal business or a little better in the Grocery trade.

Now it's up to all of us to start the ball a'rolling by going after more business, by selling lines that are not purely staple, by attracting the public eye to the goods that they really need and will buy if reminded about them.

We carry an excellent stock of groceries; imported wines and liquors of all kinds, and with our immense facilities can give a service that has no equal.

With our service back of you there is no need to stock heavy, for we can ship on short notice.

Prompt attention to mail orders. Telephone or wire your requirements at our expense to Canada's most liberally-managed wholesale firm.

S. J. MAJOR, Limited

Wholesale Grocers and Importers of Wines and Liquors

OTTAWA ONTARIO

GOLD DUST

Four words tell the story of "GOLD DUST": it "SELLS, Satisfies, Keeps Selling" because of the combination of wide usefulness and extensive, persistent advertising. Just be sure to keep it where your customers can SEE it.

That's enough!

THE N.K. FAIRBANK COMPANY
LIMITED

FAIRY SOAP

FAIRY SOAP is just as much needed in the bath-room as any food article you sell is needed in the dining-room, and our heavy advertising has made the public expect to find it in YOUR store.

Make a display of FAIRY SOAP at all times and show you are ready to supply the demand for the big, white, floating, oval cake with the five-cent price and the twenty-five cent value.

THE N.K. FAIRBANK COMPANY
LIMITED

W. T. BENSON & CO'S
CANADA
PREPARED CORN
FOR CULINARY PURPOSES.
This most delicious of all preparations for BLANC MANGE, PUDDINGS, CUSTARDS, INFANTS' FOOD, &c., is universally acknowledged to be superior to any preparation of a similar kind from the United States or Great Britain; is
GUARANTEED PURE
and superior to any similar preparation ever offered to the public; has taken First Prizes at all Canadian Exhibitions and received the
PRIZE MEDAL
AT THE
International Exhibition, London, 1862,
AND AT THE
CentennialExhibition, Philadelphia, 1876
Manufactured and Refined by the
EDWARDSBURG STARCH CO'Y,
CARDINAL, ONT. (LIMITED)
OFFICE:—MONTREAL, QUE.,
CANADA.
RECIPES.

That tasty blanc mange with Crown Brand Corn Syrup

or preserves or even served with a cream sauce or plain milk, will make an economical dessert for your customers and open up a source of revenue for you. Make the suggestion to-day and display your stock of

Benson's Prepared Corn

in the famous yellow package—Canada's standard for nearly sixty years—made from the best grade corn.

It's not only the sale of the corn starch but the incidental sale of Corn Syrup that result from suggestions and display.

Trim up a counter display to-day using Benson's Prepared Corn and Crown Brand Corn Syrup.

BOOST SALES AND PROFITS.

The Canada Starch Company

LIMITED

Manufacturers of the Edwardsburg Brands

CARDINAL, BRANTFORD and FORT WILLIAM, ONT.

Illustrating Machine attached to Refrigerator.

A Direct Saving in Cost of Cooling. Omits handling of ice and consequent sloppy conditions.

Insures pure, sanitary refrigerators, cooled by dry cold air.

The Linde System of Cooling is a decided boon to Grocers, Butchers, Fish Markets, Dairies, Restaurants, Etc., Etc.

The Cooling Plant described in this issue was supplied and installed by us. Write us for Plans and Estimates.

The Linde Canadian Refrigeration Co., Limited

37 ST. PETER ST., MONTREAL

Branch Offices: Toronto, Winnipeg, Calgary, Edmonton, Vancouver.

WHITENESS AND PURITY

result from the proper treatment of the brine in the processing of

Sifto and Century Salt

Our immense Brine Tanks, the largest in Canada, permit of all impurities in the brine being fully precipitated before entering into the process of evaporation, thus leaving the finished product snowy white.

Sifto Salt is of Century Salt purity—scientifically prepared—and flows freely from the shaker. It is put up in handsome germ and damp-proof packages which make attractive counter or window displays.

Sifto is the last word in Table Salt quality.

Order your "Century" Salt supply now and include a trial shipment of "Sifto" (Free Running) Table Salt.

The Dominion Salt Co., Limited

SARNIA, ONTARIO

It isn't necessary for you to advertise the goodness of

CHASE & SANBORN'S

Coffees

We have done that.

But you will find it pays to let people know you sell them. They are a strong magnet in attracting the class of trade you want.

Chase & Sanborn, - Montreal

HIGH-GRADE COFFEES

FINEST BLACK TEAS

CEYLONS, INDIANS

ALL GRADES

Broken Orange Pekoes to Pekoe Souchongs

Our large stock—selected for cup quality from finest gardens—will suit your trade.

Prompt and careful attention to all mail enquiries for samples and prices.

KEARNEY BROS., LIMITED

WHOLESALE TEA AND COFFEE MERCHANTS

33 St. Peter St. MONTREAL

ESTABLISHED 1874

A DOUBLE INTEREST

is being shown by the live, up-to-date merchants in those real "trade-winners" and "trade-holders":

MELAGAMA
TEA AND COFFEE

The lines that you can recommend with the utmost confidence to your trade, because they are Quality goods. Make them your leaders, and watch your sales grow.

BULK TEAS

Our name is your guarantee. The values we offer are unexcelled. Let us help you make your Tea and Coffee Department treble its sales. We will gladly show you. We have shown others. Why not you? Our samples and quotations will interest you. M-I-N-T-O is the Coffee you need—none better, but others cost more.

MINTO BROS., Limited, TORONTO

MR. GROCER:

We are proud to be able to say, in spite of the cry "Hard Times" and the general light demand for canned goods, that our sales have been up to the average. Strict adherence to our motto QUALITY FIRST is the explanation. Are you satisfied with your sales? If not, we promise to assist you if you will specify

ESSEX BRAND
In Your Next Order

Should your wholesaler be unable to supply you, write us for best prices and terms.

THE ESSEX CANNING & PRESERVING CO. LIMITED

ESSEX, ONTARIO

McLaren's Lemonade

The only Lemonade Powder "Made in Canada"

That's just another reason why you should push McLaren's. But there are other reasons. It was a wonderful seller in 1914. It will be a better seller in 1915 because it has a better flavor—a flavor that rivals the fresh, juicy, home-made variety — a flavor that makes every can a sure repeater all through the summer.

Get your order off to-day.

McLARENS LIMITED
Hamilton and Winnipeg

MADE-IN-CANADA

Canadian Grown Pickles

picked, processed, packed by Canadian labor, backed by Canadian capital only

PUT UP IN CANADA'S LARGEST AND MOST MODERN PICKLE AND CATSUP FACTORY

We control the pickle supply of the best vegetable districts and have a large number of pickling depots where our stock is collected and put through the first process as soon as picked, keeping it in as fresh, crisp condition as when on the vine.

Our vast output makes it possible for us to give employment to a large staff of Canadian men and women, enables us to encourage Canadian vegetable farming by giving good profit-making prices to the producers.

Sterling BRAND

Back of this large Canadian organization is purely Canadian capital.

Every dollar's worth of Sterling Brand goods you sell helps Canada—keeps Canadian money in circulation — gives employment to Canadian people—helps to put the Made-in-Canada idea on a quality basis.

Display and push Sterling pickles, catsups, etc., this spring and summer.

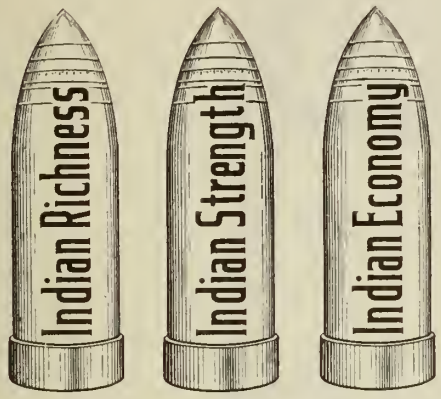
Let us send a trial shipment. Write for prices.

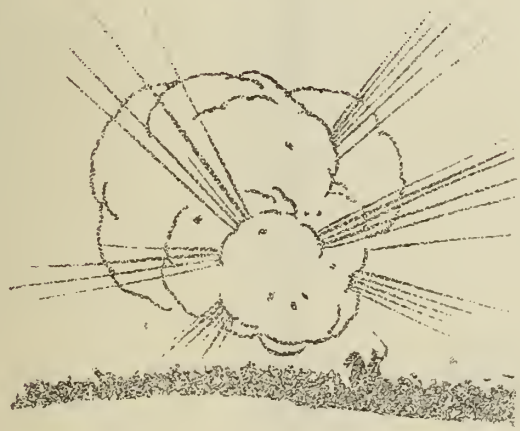
The T. A. Lytle Co., Limited

STERLING ROAD, TORONTO

"Indian" Ammunition

Battles cannot be won nowadays without good, strong ammunition. To sell goods, too, requires that the dealer be armed with good, strong selling points.





The grocer who intends to win a bigger tea trade will find that Red Rose Tea provides him with strong "Indian" ammunition. This famous tea is composed largely of Indian teas, particularly choice Assams. These Indian teas give Red Rose Tea an Indian richness of flavor, an Indian strength, and an Indian economy (spending qualities) that the thinner straight Ceylon tea cannot equal.

These three big, powerful selling points—Indian richness, Indian strength, and Indian economy—are real 15-inch shells; irresistible selling features that sweep everything before them.

Every grocer who stocks Red Rose Tea has this powerful "Indian" ammunition to use. This is the time to use it.

RED ROSE TEA

"is good tea"

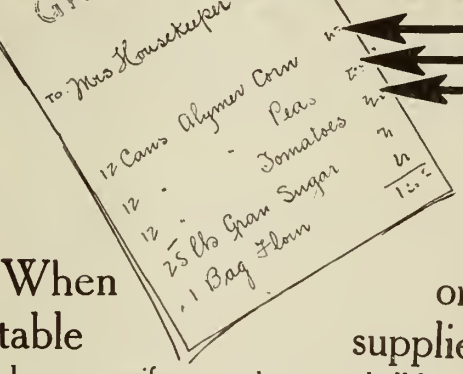
T. H. ESTABROOKS CO., Limited

St. John Toronto Winnipeg Calgary

AYLMER
BRAND
TOMATOES
AS YOU LIKE THEM
Only ripe, firm tomatoes of a clear red color go into cans bearing
The Aylmer Label
In season the tomatoes are picked during the early morning hours, which is known to be the best time of the day, and they are canned ready for use while fresh and before they have had time to lose their natural delicious flavor.
Every Can is Guaranteed
Seventy-five per cent. of all canned fruit and vegetables sold in Ontario are "Aylmer" brand.
Sold by all good retailers.
4-14
Choice Tomatoes
AYLMER CANNING Co
DOMINION CANNERS LIMITED
HAMILTON CANADA
THE EVIDENCE OF QUALITY

The Wise Housewife Demands

AYLMER BRAND



When ordering table supplies you always specify that you shall have the best there is, therefore, when purchasing vegetables, insist that they bear

The Aylmer Label

There are two reasons why you should do so—one is that you can always rely that the contents of every can are prepared from the choicest selected vegetables—the other is that their flavor and taste are so well preserved that they are far superior to the raw vegetable usually bought on the market or from the peddler.

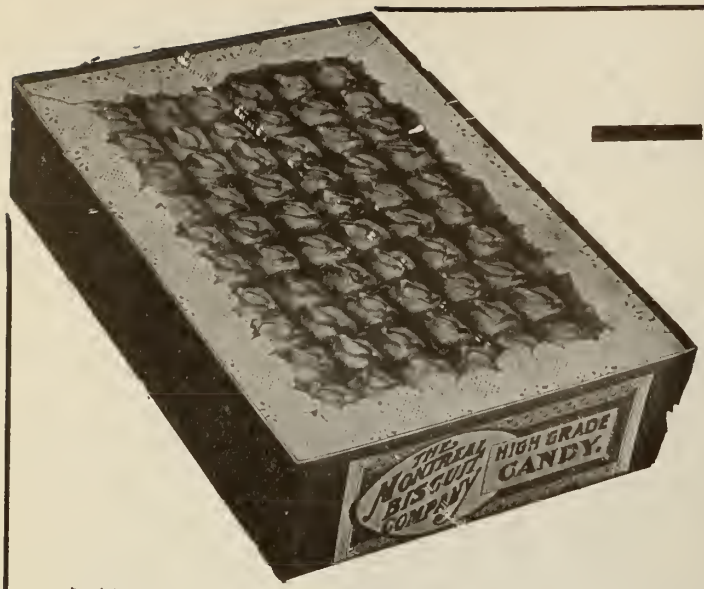
Not only do you get better vegetables when you buy "Aylmer" brand but they cost less than those purchased in any other way.

Seventy-five per cent of all canned fruits and vegetables sold in Ontario are "Aylmer" brand.

Sold by all good retailers. 3-14

DOMINION CANNERS LIMITED HAMILTON, CANADA

THE EVIDENCE OF QUALITY



—Sweets that Satisfy—

They will satisfy your customers because of their tasty wholesomeness and will satisfy YOU because they are good sellers and the margin of profit is worth while.

60% Profit—and the line never "hangs fire."

"Chocolate Bordo," illustrated above, is a line which is meeting with success wherever introduced.

Not an assortment—it is one single style of chocolate, with a filler that is unique; a flavor all its own—something that tickles the palate and calls for more.

You can develop your candy department and increase your profits if you carry the right lines.

"Bordo" is only part of the complete candy service that we can give you—won't you let us send you particulars of our complete line?

For "Goodness Sake" buy our Biscuits and Candies.

WRITE TO-DAY AND REAP THE PROFIT TO-MORROW.

THE MONTREAL BISCUIT COMPANY

MONTREAL

Canned Sea Foods of Established Quality mean Year Round Sales in your Fish Department

Or in other words a stock of Brunswick Brand Sea Foods will enable you to satisfy the most particular housewife in your town.

Brunswick Brand because of their sterling qualities and appetizing wholesomeness will prove a splendid line for you to handle. It will mean satisfied customers and the increased business resulting therefrom.

Our sanitary packing plant, with its up-to-the-minute equipment, is located right beside the fishing grounds at Passamaquoddy Bay. Thus we are in a position to select only the very best pick of the catches; eliminating any chances as to the appetizing qualities of our Sea Foods.

If your fish sales have appreciably diminished since Easter, try what a stock of Brunswick Brand will do to tone up business in your fish department.

Connors Bros., Limited

BLACK'S HARBOR, N.B.

BIRK'S SOUVENIR SPOONS

GIVEN "Gratis" WITH

SOURCES SAINT-LOUIS

"RED CLOVER BRAND"

Natural Sparkling Mineral Water

Bottled at St-Yorre (near Vichy), France.

This water is authorized by the Government of France.

Highly recommended by the Faculty of Medicine of Paris, for stomach troubles, gout, etc.

1 case (50 qrt. bottles)	$8.50 cs.
5 cases	8.00 cs.

TERMS: 30 days net.
Freight allowance up to 50c per case

6 bottles free with each case.
1 spoon free with each case.
6 spoons free with each 5-case lot.

Representing: King George V
King Albert
General Joffre
Lord Kitchener
Sir John French
Grand Duke Nicholas.

Distribution starts 1st May next.

Don't miss this opportunity.

L. Chaput, Fils & Cie, Limitée

Distributors

MONTRÉAL - CANADA

St. Lawrence Starch

—finest quality pure corn starch prepared in Canada's largest and most modernly equipped starch factory.

Every operation from the selecting of the corn to the packing is superintended by experts, and the processing is done under the most sanitary conditions in our model starch factory—the finest in the Dominion.

This attractively labelled package makes business-pulling displays, which, when backed up by the many suggestions you can offer for the use of corn starch will mean big sales.

This quality line is your one best buy. Send for sample order to-day.

The New Style Package

The Starch is packed in an attractive, convenient and sanitary package. Requires no cutting of the top and thus exposing the contents to detericration and absorption of odors. Our improved package has a folding top. The starch is contained in a tight paper bag, which can always be kept closed when not in use, thereby keeping the contents clean and sanitary.

Your customers will appreciate the convenience of this practical, improved container.

Every wholesale grocer handles it

Manufactured and Guaranteed by the

St. Lawrence Starch Co., Limited

PORT CREDIT, ONT.

WHEN YOU COME TO

LONDON

on the 4th of May

COME AND SEE US.

Our New Plant is Now in Operation

We want to show you, from start to finish, how the best CREAMERY BUTTER in Ontario is made.

We are candling eggs now for storage and you will be interested in seeing our method of handling these, from the time of their receipt until they are put into the coolers.

We are just two blocks from the Grand Trunk depot, on Bathurst Street, near Ridout Street.

SILVERWOODS LIMITED
LONDON, ONTARIO

"SOVEREIGN" SALMON

FINEST BRITISH COLUMBIA SOCKEYE

QUALITY IS OUR FIRST CONSIDERATION

PACKED BY
THE ANGLO BRITISH COLUMBIA PACKING CO.
LIMITED
VANCOUVER, B.C.

California DIAMOND BRAND Walnuts

Do You Know

—that California produces **more** and **better** walnuts than any other section of the world?

—that California walnuts are considered in the States far superior to all others?

—that "Diamond Brand" California walnuts are sold with a positive guaranteed cracking standard and guaranteed sizes?

—that these walnuts always have an attractive, light, clear shell?

—that you can get earlier deliveries of "Diamond Brand" walnuts than nuts from any other part of the world?

Sufficient reasons why **you** should order your Fall supply now from your wholesaler.

CALIFORNIA WALNUT GROWERS DIAMOND BRAND ASSOCIATION

Arthur P. Tippet & Co., Agents, Montreal

"Yes, Madam, we can supply you with your favorite grain of granulated sugar—coarse, medium or fine

and all, Madam, of the same high-grade quality which you have always known as the crowning feature of

St. Lawrence

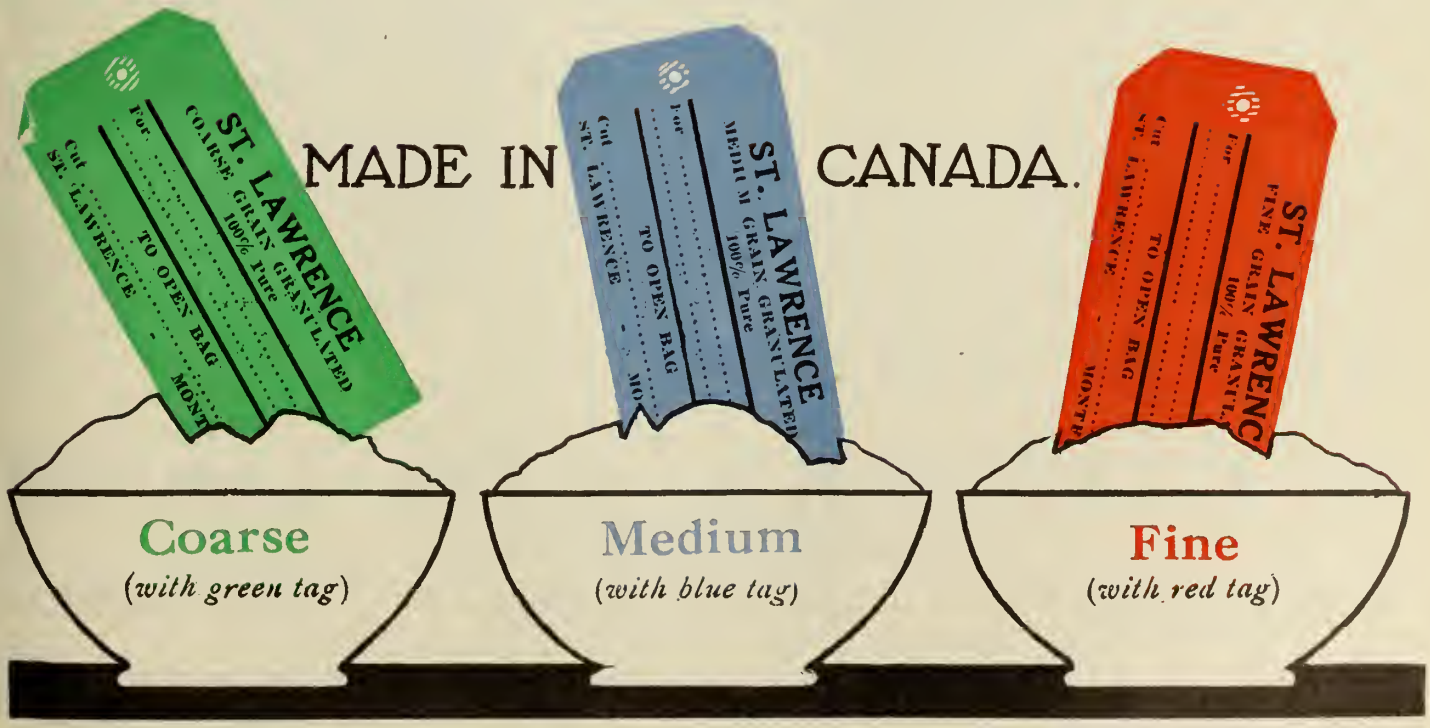
PURE CANE

Extra Granulated Sugar"

What this argument means to you in satisfying your patrons with an unsolicited service can scarcely be estimated.

Most people like coarse grain sugar, but there are those who like the fine and medium grains for various purposes. If you carry some of all three, it's not costing you anything extra, but you are giving your patrons what they want.

DOES THIS APPEAL TO YOU? SELL CANADA'S STANDARD QUALITY SUGAR AND SPECIALIZE ON THE DIFFERENT GRAINS.



MADE IN CANADA.

YOUR BUSINESS ALLIES

OUR STOCKS of the following lines are complete
We can fill your requirements at once

Imported French Mushrooms

Patrico Brand Registered. Hotel, Choice, First Choice, and Sur Extra Choice

Haricot Verts

Fine and Extra Fine

Imported Italian Peas

Fine, Tres Fin, Extra

Lion Brand Genuine Italian Macaroni

Norwegian Fish

We mention Three Winners—Acme Brand Registered

Herring in Bouillon
Herring in Tomato Sauce
Kippered Herring

We also have IN STOCK a complete range of Imported French Glace and Crystallized CHERRIES and ASSORTED FRUITS for THE FANCY GROCERY TRADE.

Owing to our foreign shippers having overcome unusual obstacles, we are able to supply your wants for IMPORTED GOODS. A visit to our New Show Rooms will be time well spent. Call and see our Range of Fancy Grocery Specialties which we are showing for Fall and Xmas Trade. Quotations on request.

W. G. PATRICK & CO., Limited

DIRECT IMPORTERS

TORONTO MONTREAL WINNIPEG

YEAR IN AND YEAR OUT FOR TWENTY-THREE YEARS "SALADA" has always been "up to standard." To be successful in selling packet tea (and we speak from experience), it is essential to give absolutely regular quality. The public objects to any reductions in quality, as some tea merchants seem to think necessary when markets advance. The nation-wide appreciation that has been accorded our policy of "steadfast quality" proves what we say. None of us have before had to contend with such a crisis in the tea business as rules at present, but the public expects us to live up to our reputation, and we will never reduce our quality, high as it is, come what may.

"SALADA"

TORONTO MONTREAL

The Life of a Child is to Eat

From the time he first rests in the cradle up until boyhood a child's every existence is to Eat. The nutritious, healthfulness of Robinson's "Patent" Barley and "Patent" Groats have won for both unprecedented favor. Robinson's foods constitute the main portion of a child's diet and you'll be surprised how many tins he can tuck away in a week or so. Get both Robinson's "Patent" Barley and "Patent" Groats on display and meet this big demand NOW.

Agents for the Dominion of Canada

MAGOR, SON & CO., LIMITED

403 ST. PAUL ST., MONTREAL 30 CHURCH ST., TORONTO

THE
YOUNG COMPANY
LIMITED

WHOLESALE GROCERS
AND IMPORTERS

COMPLETE STOCKS

PROMPT SHIPMENTS

LIBERAL TREATMENT

WAREHOUSES AT:

NORTH BAY
SUDBURY and SAULT STE. MARIE

CANADIAN GROCER

VOL. XXIX TORONTO, APRIL 16, 1915 No. 16

CANADIAN GROCER firmly believes in the soundness of the basic principles underlying Canadian business. Our resources are too vast and important to permit us to come to any other conclusion. Canada's possibilities are great and our future lies before use. In response to requests from CANADIAN GROCER, a number of prominent commercial and financial men have written us with their views on business conditions and Canada's future. These are all of one accord—they express belief in the stability of the fundamentals that go to make a prosperous country.

Basic Conditions are Sound.

By E. B. GREENSHIELDS, K.C., President, Greenshields, Ltd., and Director of Bank of Montreal and Royal Trust Co.

THE merchants of Canada have every reason to be thankful and grateful that their country, while suffering with the rest of the world, has yet felt comparatively few of the terrible effects of the war which has laid its cruel hand on the peoples of Europe at the bidding of the Austrian and German Governments.

In a great deal of Canadian business there has been a pretty general decrease in sales, except in cases where large orders were placed for war material. This was only to be expected, as everyone has been exercising caution in making purchases. BUT THE BASIC CONDITION OF CANADIAN TRADE IS SOUND. The war came with fierce suddenness, but it was after more than a year of retrenchment and economy in Canada, and it found the country in a strong position, and able to stand the strain. This period of carefully looking into its affairs was very opportune and beneficial, for commercial sails had been reefed in time and the country was able to weather the storm that burst so suddenly on the Commercial World.

In Canada it seems likely that business will be carried on much in the usual way, though sales will likely not be so large, owing to the difficulty in getting supplies from England and none coming from the countries at war on the Continent, and also owing to the economies that are being generally practised. In many lines trade will be stimulated for a while by the increase of the duties made by Parliament.

Merchants should continue to be careful in purchasing and prudent in crediting, while still endeavoring to keep business as nearly on normal lines as possible. They will then be in a good position to avail themselves of the revival in trade WHICH WILL SURELY COME WITH THE ENDING OF THE WAR, and we are sure that with the command of the seas and of the chief money markets of the world, the Allies will soon be making successful efforts towards the beginning of the close of the war.

Factors for More Optimism

By JOHN APPLETON, Editor of Financial Post of Canada.

OUR Canadian factories as a whole are not obtaining orders on a scale comparable with that at the corresponding period of a year ago. We are, of course, referring to ordinary business and not to business arising out of the war. Many of our foundries and machine shops are very busy, in fact working overtime, either making shells or making the machinery required in the manufacture of shells. There is also some activity in manufacturing other articles required for the allies on the field. These orders may help to tide over the summer admirably until the new crop is ready for market. By that time we fully anticipate that our factories will have no reason to complain of so great a lack of business. Buying, however, will be on a very cautious basis in any case. Not until the war is over and until the people of the world feel that an era of peace has set in will there be any buying other than from hand-to-mouth. But even this, to meet the ordinary necessities of the people, will improve very shortly.

Periods of economy pile up savings but they also pile up wants. On our reserve of clothing, house accommodation and many other things we can exist comfortably for a limited period. But wear and tear of an active population is incessant and must be repaired and our industrial system is the great repairing and replacing machine, the need for which is ever present. The whole nation has drawn very heavily upon its reserves,

which will have to be replaced. That the people are not exhausted financially but can set aside for a rainy day, as instanced by the amount in the savings banks, and that they are able to produce and add to those savings as will be evidenced very shortly by the new crop, are factors that should give rise to more optimism than at present exists.

Ultimate Effects Excellent.

By J. H. PLUMMER, President, Dominion Steel Company, Sydney, N.S.

ON general principles the inevitable consumption of a large population, a large portion of which is in active work and fairly prosperous—the farming population in particular, who may be described as VERY prosperous—must before long create a demand which will help us all. But the spirit of saving is abroad; the desire to postpone all expenditure that can be put off is most marked in every line of life, and these have their effect whether they are forced on people or are voluntarily assumed. THE ULTIMATE EFFECT WILL BE EXCELLENT; it is the thing that will put us on our feet again with more money than ever, but it is a drastic remedy that hurts at the time. In my opinion we ought to take this medicine without a murmur and put up with any present discomforts which it may cause.

I do not look for much revival in business while the war lasts, that is of the normal business of Canada, but we have and shall have in growing proportions, an export business in war and other materials, particularly of food products, that will help greatly to tide over the interval.

Conditions Improving All Over Dominion

By G. T. Somers, President, Sterling Bank of Canada, Toronto.

SINCE the outbreak of the war, financial conditions in Canada have been somewhat trying, and while the future is, to some extent, dependent upon developments, there can be no question as to the ultimate success of the Allies, and from present indications the war may be over much sooner than has been expected by many of us.

We have very much to feel thankful for in the present situation. So soon as the war is over, though we may have some war taxes, etc., to pay, there can be no question as to Canada's future. So full of undeveloped resources she will respond quickly to the return of peaceful times and to the lure of new territory for occupation by humanity, which from time immemorial has been a material source of the world's increasing wealth and must bring great prosperity to this wonderful Canada of ours.

No doubt the Federal Government, as well as the Government of each of the provinces, will formulate plans to bring in immigration and assist in settling the vast territories at present unpeopled. With population on the land the other resources of Canada, such as mining, lumbering, fisheries, and the thousands of manufacturing industries in our cities, towns and villages, will rapidly develop and take on new life.

Conditions at present are improving all over the Dominion, and how can one be other than optimistic as to the future. Let us take our lessons from the past and concentrate our efforts on legitimate business enterprise and developments, realizing that the days of land, mining and oil booms have gone and with them the days of easy money.

A Condition—And How To Meet It

It is Agreed That the Farmer Has the Money These Days—Is He Spending it or Sitting Tight? —Very Much Depends on the Retailer and His Methods— Possibilities for the Aggressive.

IT is as well when advising remedies for existing situations to be sure of one's premises. In many pages that follow, Canadian Grocer is giving to the retailers of the country a number of expedients workable for getting the farm trade to a much greater extent than they have ever had it before. This pre-supposes that the farm trade really exists and that, too, every retailer in the country is not getting it to as great an extent as he might. That is to say, of course, generally speaking; undoubtedly in a number of cases—as the following pages will indisputably prove—the retailer is getting after the farm trade to a very considerable degree.

Let us take first the question of whether the farmer in Canada has the money or no. It is pretty well agreed that he has but here are some conclusions why. Last year the uniform price which the Western farmer, and indeed the Ontario farmer too, for the matter of that was getting for his wheat was about 65c. On the exchanges it was 87. At the time of writing wheat on the Chicago Exchange is $1.50½ and at Winnipeg is hovering between $1.50 and $1.60. These prices mean that the farmer is actually getting for his wheat somewhere in the neighborhood of $1.30. If the farmer was able to live last year when getting 65c for his wheat it is sound Euclid to suppose that he will be able to live a good deal more luxuriously this year, if he wants to, when he is getting twice as much for his wheat.

Moreover, when we turn to the production figures we see the greatest profit in terms of money that Canada has ever had. For this season to come, the

authorities forecast an increase of from 20 per cent. to 40 per cent. in acreage. It would take but a fair crop at the prices quoted in the preceding paragraph—and which in the opinion of experts must rule at least for another year—to return an unprecedented and enormous profit for the farmer. Any flour or wheat broker or flour-making concern will tell you the farmer this year is getting, to his way of thinking, extortionate prices for his wheat. Nobody blames the farmer for this. Presumably he is not in business for his health and he is going to make as much as he can while he can. He is making hay while the sun shines in more senses than one. But what is he doing with the money? When the writer was in a certain Canadian town recently, he was told there was an instance of a farmer who came in and sold grain one afternoon to the extent of $150. Immediately afterwards he went to the grocery store where he bought his foodstuffs. The grocer tried in vain to get him to spend a nickel above what was barely necessary.

"But," said the grocer, "I understand you sold $150 worth of grain this morning."

"Yes," replied Mr. Farmer, "I did, but all that money is in the bank. I have not got a red cent of my own. I cannot draw it out of the bank."

This is all very well. But if business houses went on the assumption that because they banked all the money they made and didn't keep it hanging round the office safe or in their pockets, they hadn't necessarily a red cent, we should enter upon a new era of commercial organism. It is the fashion now-a-days to caricature and we would like to draw a caricature of the farmer sitting on a strong box, and sitting on it heavily so that there is no possible chance of prying that box open. In the box he has all these $150 and other amounts big and small which he puts in the bank every time he sells his grain; after doing which he says to the grocer, "Haven't got a red cent."

The farmer deposits the proceeds of his grain . . .

If ever the farmer had the money he has got it this year, and he is going to have it for another year, and goodness knows how long after that. It depends on how soon the Kaiser is made to get out and get under. With a wheat crop 20 to 40 per cent. above what it was last year and selling at double the price, the farmer is making money. That proves our contention doesn't it?

Now as to the other contention. What is the average retailer in the country doing to get after this farm trade? Is he getting it? In the main the answer is "No." During a trip about the country the writer interviewed a number of retailers, and in a number of cases the retailer was making no effort at all to get the farmer to put this money into circulation. The farmer is not going to do it until he is either coaxed or bludgeoned. These are not the days for bludgeoning except on the part of such people as the Kaiser, and so the farmer has got to be coaxed. What are you doing, Mr. Retailer, to coax him? Are you doing anything at all?

Following is a typical conversation with several retailers:—

Grocer,—"What am I doing to get at the farm trade? Nothing particularly. I sell the farmer what I can when he comes in."

"But what do you do exactly to sell him your goods?"

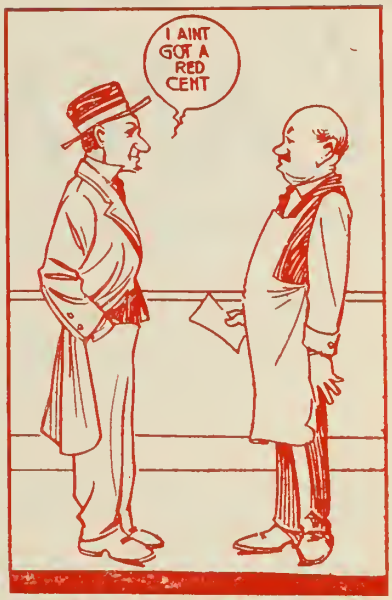
Grocer,—"Oh, well I just stand there with the order book and take down his order and then send him the goods."

"You don't, for instance, suggest that he might buy this or that or the other?"

Grocer.—"The farmer knows usually pretty well what he wants and you cannot sell him anything else."

This was a story frequently heard when talking over the question with the retailers.

Now if this condition exists it is a wrong condition. One must adjust one's business principles and methods to the conditions upon which they are applying. If the farmer needs coaxing, coax him. There is many a farmer in the country who will part with as little money as possible. He is not anxious to talk grandiloquently. He is not even anxious to spend freely but as has been proved in the preceding paragraphs he has got the money and it is up to the retailer throughout the country to see that he puts it into circulation. This can be done. It is being done by people who sell automobiles for instance. We hear nowadays very often of a farmer who is buying the horseless carriage. We hear of farmers who are having sanitary arrangements installed in their homes. If a farmer can afford such big things as a "car," and sanitary arrangements and a player piano and that sort of thing—and, mind, these things are being sold to him—surely the retailers throughout the country can get him to spend more money in their stores. It is folly to suppose that by just standing behind the counter with an order book and taking down the farmer's order as he gives it, business can be created. The farmer has got to be the victim of suggestion. If business is worth having it is worth going after. And goodness knows we need all the business we can get these days.



. . . and a few minutes after he hadn't a cent.

In the pages that follow are given some ideas from men in harness on how they have got this additional business from the farmer.

These experiences are worth while reading. There are doubtless very many more methods that we do not instance.

This article is not a tirade against the farmer. It is human nature as well as farmer nature to keep what one has—that is the trait that has made the British bulldog so famous: "What we have we hold"—but the farmer is a member of a community just the same as the tinker or the tailor, the soldier, the sailor and the candlestick maker and everybody else, and as such ought to bear his part in the circulation of commercial prosperity. He is in a very strong position himself this year. The retailer can do a whole lot to improve business for himself by getting the farmer to spend more money and by improving business for himself in this way he will improve the general business tone of the country.

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RESOLUTIONS OF A LIVE WIRE.

One of my 1915 resolutions is that all my customers shall be treated alike. I have found that to charge one person one price for an article and another a different price for the same article is bound to be discovered sooner or later and it always results in the loss of custom. I have instructed all my clerks to be particularly careful in this respect and in future no customer shall be in a position to say that I charged her more than any other for the same article.—A.L.W.

Our Readers are Now the Judges

FROM the advertising that has been done in connection with this issue—the regular annual Spring Sales Number—readers are already somewhat familiar with its character. The claim was frequently made that from the practical standpoint it would be one of the best, if not the best, that has ever reached the Canadian trade. The issue is now in your hands and you are the judges. What is the verdict?

In the preparation of the articles in this issue care was exercised to reproduce the ideas and methods of aggressive men in all parts of Canada who have had years of experience behind the counter. Window displays, show-card writing, and various other methods of getting business are dealt with from different angles. Coming from men in harness these will be found of special advantage to every retailer in the country.

Canadian Grocer does not make the claim that every idea in every article is going to be of value to every reader. At the same time these ideas and methods will be an inspiration to all and valuable when your own are compared with them. The issue is one, we believe, that should be passed on to the clerk. Its many inspirational messages are bound to make him a better salesman. When you have read the annual Spring Number, drop us a line and let us know what you think of it.

The Trade Paper Stands High.

DURING recent years the trade newspaper has been rapidly coming into its own. It is now recognized by practically everyone who gives the matter any particular thought that the trade paper in specializing on particular lines of trade is fulfilling a mission that could not be dispensed with.

W. J. Egan, Canadian Trade Commissioner in Cape Town, South Africa, gives in his last report to the government his views of the trade newspaper which must be considered unprejudiced and as representing his personal convictions. Here is what he says:—

"The files in connection with the Canadian daily and trade papers have been reorganized. The Canadian newspaper list is confined to one daily business paper and the trade paper file has been increased from six publications to seventeen.

"The trade papers are much appreciated and there are a number of regular callers who read them; this number is growing for two reasons; when making a local call on any particular subject, the Canadian trade paper of the subject in hand is taken, always reminding the party interested that trade papers of all kinds are on file, and in correspondence up-country firms are reminded of the Canadian trade papers on file in Cape Town." (Note the big increase in the list of trade papers.)

Read in connection with the item in a recent issue as to what the Commercial Attache in London, Eng., of the United States government thinks of the trade paper, the evidence that its importance and value are constantly and steadily growing is ample. The trade newspaper is undoubtedly performing a most useful service to business interests.

Contrasted strongly with these views of business men whose business it is to promote the trade of the country, is the stand taken less than a year ago by the late Postmaster-General, Hon. Mr. Pelletier and his advisers against the trade newspaper. So stubborn was this stand that backed up by the House of Commons these men were actually able to get through a bill that would have practically taxed the trade paper out of existence. And had it not been

for the assistance of the Canadian Senate the bill would have been to-day on the statute books of the country.

How Customers are Lost

AN instance of where a grocer lost three good accounts in a couple of weeks' time has just come to our attention through a consumer. Two of these losses were due to charging different prices for the same article. A mother sent her little boy to the store for a certain line of goods which she had usually been buying for 20c. The grocer, not knowing the boy, charged him 25c. This naturally went against the grain of the customer and was responsible for her going elsewhere for her groceries.

One evening the husband of a certain customer of the same store was going home, and he dropped in to purchase some bananas. He was charged 25c a dozen for them. While the bananas were being wrapped up, a woman entered and asked the grocer the price of bananas. By this time the man was on his way to the door, but he distinctly heard the reply of the grocer, which was "15 and 20 cents"—and so another good customer was lost.

The third loss was due to carelessness. A certain customer returned some bread which was not what she wanted, but when the monthly account went in, the bread was charged up to her. This, of course, was likely an accidental error, but it did not look so in the eyes of the customer. To her that dealer was dishonest.

At this rate it would not require any great length of time for a grocer to run himself out of business. In these times where service, keen competition and fair and above-board dealing counts so much, it becomes an absolute necessity for the merchant to treat his customers as he himself wants to be treated by his wholesaler.

Every time a retailer loses a customer he should analyze the circumstances and determine the cause.

The Front Cover

READERS of *Canadian Grocer* will remember the many excellent front covers which have appeared on annual spring and fall numbers of this paper. With the present number we have added another worthy addition to the series. The task of painting the front cover was allotted to C. W. Jeffreys, one of Canada's most prominent artists, who has painted covers for *Canadian Grocer* for the past four years, and during that time has prepared many which might be termed masterpieces. In painting the cover, "Patriotism and Production," for this issue, Mr. Jeffreys has chosen a particularly appropriate subject at this time.

This remarkably realistic cover symbolizes in a direct way what is actually taking place in the Canadian West. One of the special articles in this issue gives first hand information regarding the Western Canada outlook for the next year.

A Plea for the Window.

THERE are many retail dealers throughout the country who should be ashamed of themselves in so far as their regular window displays are concerned. They make a big effort around Christmas and probably one or two other special seasons of the year to show attractive and good selling trims, but the rest of the year, they act as if the window was a dumping ground for stale and other goods, forgetting that it is one of the most powerful stimulants for sales that the store possesses. The window deserves attention, not only at special seasons of the year, but every week. When large manufacturers go to the trouble and expense of conducting window display contests among retailers they must realize that these displays are going to sell a great amount of goods for them. Otherwise they would not spend the money and the time. Whenever a score or two of retailers throughout the country enter such a contest they find a great boost in sales. They realize the importance of the window and why should not every retailer in the country?

But when a few goods are practically thrown into the window without any thought given to the power of the display to attract attention, there is lost to the retailer an important force in so far as the making of sales is concerned. The window then becomes simply a miniature warehouse. What the people want to-day is something new, something original, something that has the power to draw them towards it, and this something should be there *every* week, not merely at Easter, Thanksgiving and Christmas time. Let every retailer resolve from to-day to pay the strictest attention to his window trims, and let him see that this resolution is consistently carried out.

Editorial Notes.

ADVERTISING IS simply sales effort. Decide on a plan and then stick to it.

* * *

WEAKNESS IN store methods must not be reflected by weakness in the publicity methods.

* * *

ONLY WHEN the sales staff do team work, can the best all-round results be accomplished.

* * *

KEEPING IN touch with the people means keeping the people in touch with the establishment.

* * *

NO MERCHANT who desires to build up a permanent trade can afford to misrepresent his stock.

* * *

THE CLEAN store where the goods are kept in sanitary fashion has a long lead over its careless competitor.

* * *

SPRING BRINGS its opportunities to every line of business—and the aggressive grocer stands well up in the van of these opportunities .

* * *

THERE ARE general merchants all over the country beating out the mail order competition—read in this issue how some of them are doing it.

* * *

THERE IS something in every article in this issue for the small as well as the large retailer. Every dealer should read them all and pick out the ideas that he can apply to his own business. By comparing the methods used by merchants who have supplied the ammunition for these articles with his own, the dealer is going to see his shortcomings and have them eliminated. The smaller merchant can always profit from the methods of the larger.

Getting the Farm Trade

Ideas and Methods From All Over Canada That Will be of Valuable Assistance to Every Dealer—Evidence That Business is in Splendid Shape in so Far as the Merchant With Considerable Farm Trade is Concerned.

By Canadian Retail Merchants.

HOW are you getting after the trade of the farmer?

Do farmers purchase high quality staple lines in preference to cheaper grades?

From the standpoint of the farm trade, how did your business in 1914 compare with that of 1913?

What methods do you adopt to keep the home trade at home?

These were among a list of questions which Canadian Grocer recently submitted to a number of merchants in all parts of Canada. Replies have been received from practically every province in the Dominion, and a great deal of useful knowledge has been secured from them. Speaking generally, the replies demonstrate that business last year, war and all, was better than in 1913. It is also shown that the farm trade is an exceedingly lucrative one to those who go after it strongly, in spite of the backwardness of some farmers in the adoption of suggestions from the retailers; and it is also shown that the farmers as a rule are buying good quality goods. The suggestions contained in the answers to our questions are valuable and should be read by every reader who is at all interested in going out after the farm trade or getting more of it. Here are the replies:

W. D. Johnson, Victoria, B.C.—"I find that the average rancher or farmer buys the best quality goods he can get, and it is my experience that it is much better to pay the farmers a good price and cash for their goods, if they want it. Compelling them to take their produce out in trade simply causes them to peddle from door to door, and generally spoils the trade for all of us. But a satisfied farmer will always spend his money with you, and at the same time is one of the best advertisements a merchant can have.

"In endeavoring to keep as much as possible of the trade at home, we always sell at a fair price, thus making it impossible for local people to save money by sending to the distant towns. Cleanliness in handling foodstuffs is still another great power in holding the trade. I find this is true, particularly in regard to provisions and poultry; and as much personal attention to the customer as possible is bound to create friendship.

"As you no doubt are aware, the collapse of the real estate boom in 1913 was not of any advantage to this part of the country."

* * *

Dixon Bros., Maple Creek, Sask.—"It is our experience that farmers buy the better quality of staples in preference to cheaper lines. We find it is not difficult to sell him this class of goods, when we point out that he is getting better satisfaction from them and that there is no waste, especially when buying staple groceries. By giving our customers the best possible service, and by selling goods at reasonable prices, we endeavor to keep our trade localized in preference to having money sent to mail order houses.

"While during 1914 business was not quite so large in volume as compared with the previous year, it was more satisfactory. This was owing to the fact that we watched our credits more closely. While the crops in this particular district were not as we would like to have had them, nevertheless ranching was quite favorable, and this has helped the district considerably."

* * *

W. Muir, Brandon, Man.—"We found business last year just as good as in 1913 up to December 1st; but during the last month of the year it fell off a little. One of the methods to attract the farmers to our store is providing them with good yard room for their horses, and vehicles. This is a service which every farmer appreciates.

"In so far as the purchasing of groceries is concerned, farmers are buying good quality foodstuffs, and in Brandon we are little affected by grocery trade going out of the town."

* * *

A. R. Thompson, Merriton, Ont.—"We had an increase in business in 1914 of about 15 per cent. over 1913. This, however, was not due very much to the farm trade, as we have little to speak of. Our business comes principally from our own town. In offering our goods to the public, one of our first considerations is to see that the quality is there, and then we aim to sell them at a fair price."

Editorial Note.—It is interesting

STRIKING OUT A NEW LAND.

There is many a scene like this being enacted to-day by the Canadian farmer, which is going to bring him still more money for his 1915 crop.

to observe that this retailer secured an increase of 15 per cent. in his 1914 business over that of the previous year, and yet that little of this came from the farming district.

* * *

W. A. Currie, Glencoe, Ont.—"In general groceries our trade last year exceeded that of 1913, but in the domestic fruit department of the trade, business fell off somewhat. (This was probably due to the peach crop failure and to the high price of sugar in the latter half of the year.) In dealing with the farmers we endeavor to give them just as high a price as possible for good produce, such as butter and eggs, and to keep them from shipping to the cities and elsewhere. We have also made it a point to push our provision, confectionery, tobacco and cigar departments with greater energy than before. This has resulted in an increase in the general grocery trade.

"Farmers we find buy high quality staple foodstuffs. For instance, we sell much more good salmon to-day in preference to the cheaper lines than we formerly did. I believe that if the farmers are kept satisfied, one can do much to prevent them from sending their money out of town. We give them all their good produce is worth, keep the store in a good, clean, presentable appearance, and give special attention to getting as good an assortment of rapid selling lines as possible."

* * *

Jas. H. Stewart, Stratford, Ont.—"Business with us last year was somewhat the same as 1913, and we do not depend a great deal on farm trade. Among our methods for getting and holding trade are these: We give full weight, full measure and good quality, and we make a strong endeavor to consider specially the needs and welfare of our customers, and to give them the best possible service. We maintain that these are very important matters for every dealer to consider, desiring to do a permanent business."

* * *

A. Hagmeier, Hespeler, Ont.—"During the first six months of 1914 our business was much better, but it fell off a little in the last half of the year. However, on the whole, business last year was better than that of 1913. I do not, however, think we got our increase from the farmers, as they mostly sell their cream and get butter from the creamery, and so this keeps part of the trade away from our town. We find that the working men's families in Hespeler have of late years been purchasing better quality goods than in the past."

Barnsdale Co., Stratford.—"One of our principal methods for getting after the trade of the farming community is through advertising. We use space in the weekly papers to reach the farmer, and we get good business from this. Our experience has been, with few exceptions, that the farmer has to be interested chiefly from a price standpoint."

This is the man who made a lot of money from last year's harvest; and he is the man from whom many merchants have been and are getting "business as usual." Methods for getting more business are recorded in this article.

* * *

Jno. Rittler, Millbrook, Ont.—"By selling goods of quality and at moderate profits, we found that our business last year was better than the preceding one. What is of more importance, we found the year's profits to be larger. In our opinion, we would say the farmers purchase good quality staples, and to get their business, and as much of it as possible, we always talk quality as well as price. We further aim to give our customers courteous attention and to sell at prices which, although they bear a profit, do not make it necessary for the people of the district to send out of town for their goods."

* * *

Pierce & Cronk, Port Rowan, Ont.—"With us business in 1914 was ahead of 1913. We have two large sales each year—one in July or August and another in January or February, and we find this attracts always a large number of buyers. We aim to give good values and to sell brooms cheaply. In our opinion there is nothing that will attract a farmer's wife more quickly than a broom at a low price.

"Farmers of the district are being accustomed to use the better quality staples in preference to the cheaper grades. One of our methods for keeping the people interested in their home town is to handle all kinds of produce on narrow margin, and, therefore, this attracts the farmers of the district."

* * *

M. Howe, Pembroke, Ont.—"Fair prices and honest dealings are our two chief methods for attracting and holding business. Last year we had a slight increase over 1913. Farmers, in so far as our business is concerned, purchase medium-grade goods, and they look to get good value for their money."

* * *

J. S. Richardson, Tilbury, Ont.—"With us business was about 10 per cent. better last year over the preceding

year. One of our chief claims is that we sell honest goods, and we advertise our own business and not that of any business out of town. We find that farmers are purchasing to-day high quality staple goods."

* * *

An Ontario dealer writes:—"I maintain that a retailer can raise the standard of quality of practically any line he desires. For instance, we carry two grades of lard, and by showing the farmer the difference in quality we have taught him to purchase the better grade almost exclusively."

* * *

Geo. Philip, Broughton, Ont.—"Business with us has increased greatly withing the past few years. Seven years ago we carried a stock of some $400 in a small building. To-day we have a large double store building with a $4,000 stock, and our trade has increased accordingly. Of course, this has not been accomplished by simply putting in a stock of goods and waiting for customers to come for them, but rather by carefully selecting choice goods suitable to our store, and keeping them fresh and in good condition. Our business has also been helped by judicious advertising, and by selling goods to back up that advertising. We specialize in a number of lines, and we go after business and give the public a square deal every time. I might add that we find Canadian Grocer very valuable in connection with our business."

* * *

Hopkins Bros. & Mark, Kinmount, Ont.—"We had an increase in 1914 of $5,000 in cash sales alone over 1913. The last three months of the year, however, dropped a little behind the corresponding months of the previous year. To get the attention and the trade of as many farmers of our district as possible, we pay cash for all kinds of farm and forest produce, thereby creating a good home market. Farmers, so far as our experience goes, buy good quality staple goods. We find that good goods are easily sold, and that the slow sellers are the inferior or shoddy goods.

"By keeping an up-to-date and well-assorted stock, and by giving our customers a fair deal, and in addition by following closely the advice given in Canadian Grocer, we feel we have done and are doing much to keep the home trade at home."

* * *

Dawson & Co., Brampton, Ont.—"In 1914 our business showed a healthy improvement over that of the previous year, but we had to exert ourselves to get that increase. For one thing, we watched the markets closely, and, as we knew the farmers had plenty of money, we advertised strongly, recommending and giving them inducements to purchase in larger quantities than usual. In most instances the farmers are anxious to get good quality staples, and in practically every line of goods, from a peanut to a sack of sugar. We have a dollar-day in Brampton, our last being about a month or so ago, and we found it was a great booster for the town. It certainly prevented quite a lot of money being sent out to the mail order houses."

* * *

E. Desmarias, Chevalier, Ont.—"We get after business in the country by using the same methods as the big mail order houses. That is, we circularize the farmers with a trade catalogue. We find that they are quite willing to purchase good quality goods, and particularly is this the case in regard to the wealthier class of farmers. Our business last year compared very favorably with that of the preceding year."

* * *

A. Hodder, Dorchester, Ont.—"Two thousand dollars was the increase which our business showed in 1914 over that of 1913. We aim to attract the farmers' attention and trade by personal contact with them and by the introduction to them of special lines in sales campaigns whenever the farmers come to the town. Invariably the farmer wants the best goods he can get. By carrying a variety of practically everything the farmer needs, and by selling him these goods at reasonable prices, we believe we are doing much to keep his trade at home."

* * *

J. Gander, Merriton, Ont.—"The best year I ever had was 1914. Our village has St. Catharines on one side and Thorold on the other, so we do not get a great deal of the farmer's trade. But nevertheless, as I said, our business increased last year over the preceding one."

* * *

H. C. Facey, Russeldale, Ont.—"Our business in 1914 showed an increase of 5 per cent. over 1913, and during the last six months the increase went up to 7½ per cent. As we are living in a country district exclusively, we deal principally in staples. We found the advance in prices last fall stimulated buying a great deal, and as we are dealing only with farmers, we were not affected by the temporary depression of trade. Farmers are buying to-day high quality staples. Fifteen years ago they wanted a working boot for $1, whereas to-day they want one worth from $2.75 to $4.50. With a staple such as lard and others, they will buy the best nearly every time. We make it one of our first endeavors to study their wants. Then we stock the lines we think they will need, and keep everything always in stock. We also make it a point to find a market for all the lines of produce they have to sell."

* * *

W. Smye, Hamilton, Ont.—"To get and hold the trade of farmers we give them fair prices for butter, eggs, potatoes, and, in fact, everything they have to sell, but we insist on getting good quality. Farmers, we find, are buyers of good goods themselves. At one time the first question used to be—'How many pounds of sugar will you give us for a dollar?' Now they want good sugar, good tea, coffee, cocoa, etc."

* * *

Cote Bovin & Cie., Herbertville, Que.—"We find that farmers in our district buy good quality staple groceries. This is particularly true also of wearing apparel, as we have convinced them that because it wears longer it is cheaper in the end. We have only one price for our goods, and we make it a point to secure only reasonable profits. Business with us last year was about the same as the previous one."

* * *

G. T. Whelply, Fredericton, N.B.—"With us business last year showed quite a large increase over that of 1913. In regard to your question as to the quality of goods the farmer usually purchases, we would say that he is a buyer of the higher quality staples."

* * *

G. E. Wilson, Centreville, N.B.—"Our business last year showed a $5,000 increase over that of the preceeding one. To go after the trade of the farmers we advertise in the local paper, giving one or two special Saturday inducements, and we take an interest in all their undertakings. Farmers in our district are accustomed to buy high-class goods in preference to the cheaper lines. For instance, we have a splendid trade in high-class men's shoes, retailing at from $5 to $6, and in ladies' shoes, retailing at from $4 to $5. By advertising in the paper—I use a page ad. each month and a quarter-page the other weeks—we try to keep the people of the district interested in our stock, and we believe this has much to do in keeping the trade at home."

——⚙——

W. A. Seldon, grocer, Waterford, Ont., has sold to Geo. Lefler.

A. Scammell, who has until recently been manager of the Melfort meat market, Melfort, Sask., has gone to Winnipeg, where it is his intention to open up a general store.

New Business From Demonstrations

One of the Methods of the Hudson Bay Co.'s Retail Store in Edmonton — Feature Made of Exceedingly Attractive Interior Displays — These Displays Are Numerous and Inviting — Indirect Lighting System.

THE Hudson Bay stores of Western Canada present us with some of the best examples of the power of display and personal salesmanship. The illustration here is of the grocery department of the retail store in Edmonton of the Hudson Bay Co. It is called "The Quality First" Grocery Department, and this is featured extensively in the advertising.

Another glance at this picture shows a number of interesting features. There is no space wasted. Around one of the pillars is an attractive arrangement of canned goods, and around another is a display of biscuits in oblong boxes. Small individual and larger displays are seen everywhere, and everything presents a neat, clean and inviting appearance.

New Business by Demonstration.

One of the chief methods used in the Hudson Bay Co.'s grocery department to attract new trade and increase the regular order of the customer is the demonstration booth. On the right of the picture will be seen one of these. Baking powder is the article being demonstrated, and it will be seen there are a couple of neat counter displays of this line, as well as a large display to the rear of the counter. As flour is an associated line, it is also being shown in connection with this display. The Hudson Bay Co. find that when they want to introduce a new line they can create a great deal of interest in it by demonstration. The women folk in passing through any store are always interested in something new. One has little difficulty in getting them to try the finished food that is the outcome of the use of the article being demonstrated. Every department store in Canada and a great many of the larger grocery stores, and even some of the smaller ones, use this method for getting after new business. Personal salesmanship in regard to a particular line which a store is anxious to introduce is a powerful stimulant to new business, providing the salesmen are fully acquainted with every selling point of that line; but when the customer is given an opportunity to test a sample in addition to hearing of its fine points, she is all the more easily persuaded to try it.

Another feature of this store is the attractive grocery telephone order department. The sign on the canned goods display above the pillars shows the location of this department. It is surrounded by an attractive railing, and the tables and the chairs are in keeping with the general refined appearance of the entire store. Young women are in charge of this department, and it is up to them to get as much business by telephone as possible. Potted and cut flowers give an extra touch of good taste to everything. The floor of this department is even carpeted.

Coffee Grinder Makes Sales.

At the left of the picture is located the coffee grinder. This is always kept so clean and shiny that it reflects the surrounding goods and attracts the eye of the passer-by. In itself it is even responsible for actual coffee sales.

Note also the lighting system. The indirect system is used. The inverted globe throws the soft light against the white metal ceiling and diffuses it uniformly over the entire department.

The entire general appearance of this department further demonstrates the trend of the grocery trade in so far as the attractive presentation of goods is concerned. Such displays of goods not only serve the purpose of increasing the usual order of the customer, but they are a strong advertisement for the store, inasmuch as they get the attention of the casual caller and eventually evolve her into a regular customer.

S. H. Fletcher, grocer, Winnipeg, has sold his grocery business to D. A. Cohen.

This is a view of the attractive interior of the grocery department of the Hudson Bay Co.'s retail store in Edmonton, Alta. This shows in concrete form what one big western concern is doing in the way of interior arrangement to attract new business. The Demonstration Booth mentioned in the article is shown to the right of the picture.

View of interior of the C. A. Phair store in Lillooet, B.C., showing goods on the counter put up for miners and tourists—trophies of the hunt on the floor. Lower cut shows exterior of the Phair store, and the one in the upper right hand corner freight teams coming into town. Since the lower picture was taken the store has been enlarged to twice the size.

Old-Time Business in British Columbia

A Most Interesting Article About Lillooet Among the Mountains and How Merchandising Was Done There a Few Years Back—Indians, Miners and Hunters Chief Source of Business—Modern Equipment Replacing the Old.

Written by A. W. A. PHAIR for Canadian Grocer.

LILLOOET, a pretty little village of a couple of hundred persons, is by nature a distributing centre among the Rockies in British Columbia. It is built on a bench on the left bank of the mighty Fraser River about 200 miles from its mouth and where Cayoosh Creek joins and where the Pacific Great Eastern Railway (some day the main branch of the Grand Trunk Pacific) is to cross the Fraser. The Bridge River Valley, a gold mining centre which promises to surpass anything in British Columbia, is tributary to Lillooet, and many acres of the finest apple and peach lands lie in this valley. Our climate cannot be surpassed and is acknowledged by all who have visited here to be all that was desired. We are not too far from the coast to have our winters moderated by the influence of the Japanese current and our hot summers are helped out by an occasional rain storm. At the same time our mountains rising to eight and ten thousand feet save us from the excessive rainfall of the western slopes of the Coast Range.

Trade of Miners and Hunters.

Mining and big game shooting have helped to keep Lillooet up for many years. Lillooet is truly a sportsman's paradise, as deer, mountain sheep, grizzlies, mountain goat and other game are found in great numbers. Fish are also to be found in countless numbers in nearly all the lakes and streams. For years sportsmen from all over the world have hunted here. One of the first sportsmen to bring Lillooet to the notice of outsiders as a sportsman's paradise was Admiral Sir Clum Seymour, commander of the Pacific fleet about 1885, who hunted here with Arthur Martley, one of Lillooet's first guides. They killed somewhere about 13 rams, some of which must have had record heads, as Rowland Ward had the measurements of one or more in his book of record heads. Some ten to fifteen parties have been hunting here yearly and there is still the best of sport to be had. In fact, mountain sheep are on the increase since the Government have been giving a good bounty on golden eagles, It would pay the Government to even do more towards protecting game, although they are now doing quite a bit.

Lillooet has had very many ups and downs, the ups being mostly mining booms, and I should think people could be found in nearly every mining camp who have been here at one time or another. First there was the famous Cariboo gold rush in 1858. Lillooet was then a town of some 6,000, and was figured as the starting place for the Cariboo, as all mile posts to this day along the Cariboo Road are figured from here. In 1885 very rich placer diggings were discovered on Cayoosh Creek, but the Chinese were the only ones that benefited by this and it is estimated that they sent millions of gold to China. Rich quartz was found in 1896. Gold

dredging was tried on the Fraser river for several years by both English and American companies, but being so far from transportation it made operating expenses too great, besides there was a lot of mismanagement in most cases. Several big enterprises are now under way. Construction on the P.G.E. is about through and now that this boom is over we have a short space in which to consider what is happening. Before spring passes some of the oldest towns in B.C. will for the first time hear the train's whistle. No one can tell the changes that are to be wrought in this valley and central B.C. by the advance of civilization—the advent of the "iron horse."

18 Years a General Merchant.

Old trading customs which originated with the Hudson's Bay Co., will certainly be a thing of the past. Having spent the greater part of my life here and 18 years or so in the general store business, I have noticed these old customs gradually dying out and business becoming more up to date. The old type of Indian is disappearing very fast and "fire water," and disease are quickly killing out the younger generation and the mortality amongst infants is very great. It is not very often now that we are reminded we forgot to put in a spool of "give away" thread, a needle and a few buttons with a purchase of calico. Nor do Indians sit around on the floor near the stove smoking ca-nic-a-nic for hours before making a purchase. The odor from ca-nic-a-nic (the native tobacco) soon reminds a person of an Indian habitation that hardly fits in very well in a grocery store.

July 1 is still the great day with the Indians and is looked forward to by all. They come in for hundreds of miles and this is the one day that the Chilcootins, a half savage race still living by hunting, visit town and trade a few skins for sugar, tea and cartridges. Horse races, foot races and an exciting tug of war—Indians vs. Whites are indulged in—the Indians generally being victors in the tug of war. Last year for the first time moving pictures were taken of some of the events, the most interesting being the "Klutch Race," Indian women riding race horses. They are good riders and make the horses go for all they are worth.

Reputation as a Medicine Man.

For years our store was a low ceilinged room, 27 by 15, with small windows and a big verandah in front; a warehouse 9 x 27; a small cellar, an oil house, and a room for the manager at the back. A counter ran down one side and another along the back end. The shelves were very narrow and ran down one side and end of the room. A few gaudy prints, shirtings, white cotton, bright colored shirts, overalls, blankets and a few other necessities constituted the dry goods stock, and a few hat boxes filled the top shelves. In one corner at the lower end there was a small bar—a few bottles of the best brands—and a barrel of rye in the cellar made up the liquor stock. The remainder of the shelves were filled with groceries, a little hardware and some patent medicines. A merchant gained a great reputation among the Indians as a medicine man, and Perry Davis' Pain Killer, Jamaica ginger, and a few pills had to work wonders.

A big box stove about four feet long was set near the middle of the room and a chair and a bench or two were arranged near this for the visitors (the village loafers). Every evening saw a

(Continued on page 101.)

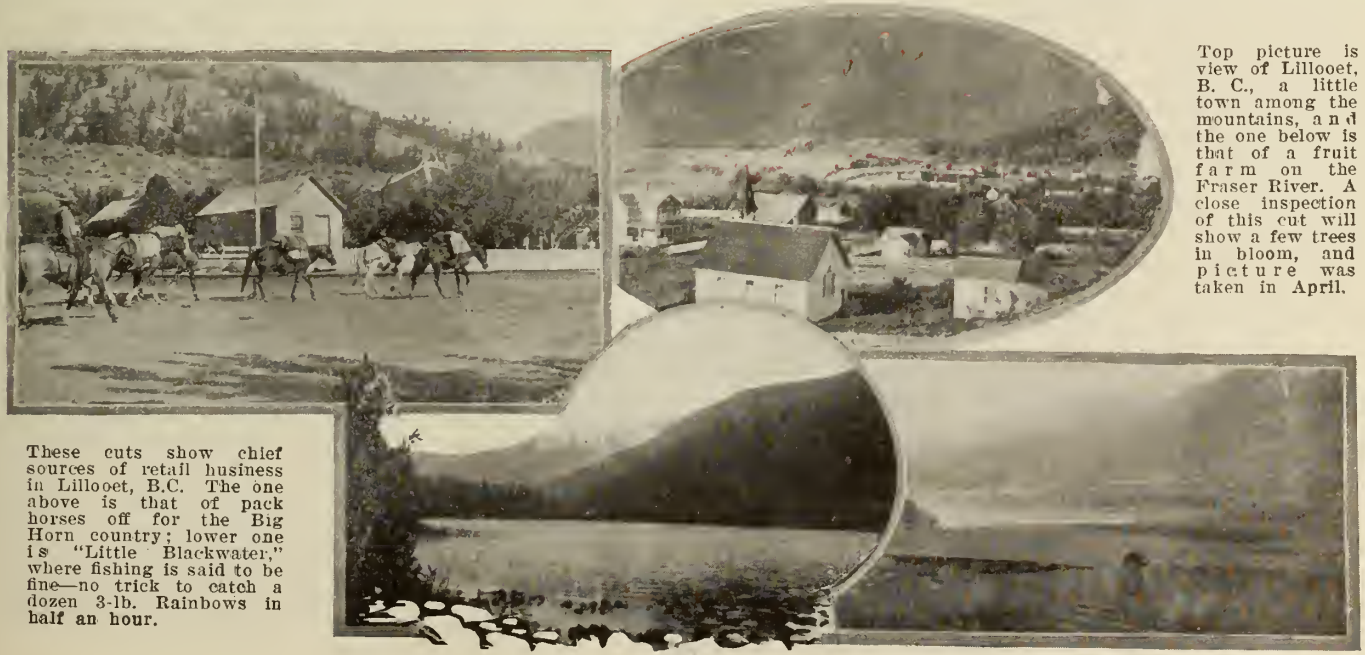
MERCHANTS HERE PURCHASE GOLD.

By A. W. A. Phair.

The Indians of Lillooet are now (March 15), mining on the Fraser River and some are making as high as $2 a day. All make from a dollar up, which is a great thing for them these times.

One has just come into the store and asked me "Tum Tum Sclow?" (meaning do you want to buy any gold to-day). The mining only lasts a few weeks, after the ice goes out and before the water rises.

At one time all the banks and bars of the Fraser River were rich in gold, but all that could be reached was mined out long ago. It is only below the low water line that much gold can now be got. Some have long-handled shovels, others put in wing dams. They fill a pan with earth and putting it into the water shake it around till all the earth and stones are washed out of the pan. The gold being heavy, drops to the bottom of the pan. There is a great art in handling the pan or the gold will be washed out of it as well as the gravel. Most of the gold comes in tiny flakes, but pieces have been found weighing 8 or 10 ozs., which would mean $128 and $160 respectively—a pretty good day's work.



Top picture is view of Lillooet, B. C., a little town among the mountains, and the one below is that of a fruit farm on the Fraser River. A close inspection of this cut will show a few trees in bloom, and picture was taken in April.

These cuts show chief sources of retail business in Lillooet, B.C. The one above is that of pack horses off for the Big Horn country; lower one is "Little Blackwater," where fishing is said to be fine—no trick to catch a dozen 3-lb. Rainbows in half an hour.

This is the sort of display that greets the eye of the customer in the A. G. Bain & Co. store, Hamilton, Ont. Few can get past it without a desire being created to possess some of the goods so tastefully arranged.

SEVEN AXIOMS OF A RETAIL SALESMAN.

"Salesmanship is selling goods at a profit."

"You've got to make the customer think as you do."

"The $15 clerk is usually cheaper than the $10 one."

"A customer is never fully sold until she is out of the store."

"One must be careful not to sell a person what he doesn't want."

"The big question is not 'How cheap can I sell an article,' but 'How much can I get for it.'"

"The greater the satisfaction in so far as the goods and the service is concerned, the better for the business in the end."

Selling Methods Back

How A. G. Bain & Co., Large Retailers of Hamilton, Ont., Get Display and Personal Salesmanship—Attitude Towards Evidence of the Power of the Window to Make Tins in One Week—Making a Staple of

Written by T. H. Banning,

"A CUSTOMER is never fully sold until she is out of the store."

That in brief, is one of the mottoes of the store of A. G. Bain & Co., high class grocers of Hamilton, Ont. It does not require more than a passing glance at the displays of goods in the store and windows of this firm, to come to the conclusion that here is a place where salesmanship is carried far beyond the usual limits. This is a store where—as the saying is—two blades of grass are made to grow where there was but one before. Every man behind the counter and in the store is a producer of new business, as well as a courteous and obliging servant of the customers on shopping bent.

Every dealer of course knows that salesmanship is bound to play a large part in a retail business if many fancy goods are to be sold. Customers usually have their minds made up as to the staple lines required before they leave home; but there are few now-a-days averse to suggestions, judiciously made, and it is upon this phase of human nature that the salesmen of A. G. Bain & Co., base a great deal of their work.

"Andy" Bain is a well-known figure in the grocery trade of Hamilton. He has been in the business in an up-town store for a good many years, and has had splendid opportunities for studying human nature from the standpoint of service, and the likes and dislikes of the buying public. J. T. Price, his partner, who before joining him, was a traveling salesman, also took advantage of the opportunities of studying the effects produced by knowledge of the customer and the goods, and the application of

View of the counter side of the Bain store, showing a pretty shelf arrangement and the counter on which so many high-class lines are daintily shown at all times. Note the confectionery and fruit display near the door.

# of a Big Turnover

After Business — Among the Masters When it Comes to the Customer Until She is Ushered Out of the Store— Sales—Biscuit Trim of Fancy Lines That Sold 35 Olives—Rapid Advance in Coffee Sales.

for Canadian Grocer.

this knowledge when it comes to personal conversation.

Both of a Single Mind.

"You've got to make the customer think as you do," is one of Mr. Price's axioms, "if you are going to get her to purchase the article in which you are trying to interest her. You have to know your goods, so that they will neither be over or under recommended, and you must be sure your customer is going to appreciate those goods, if you succeed in persuading her to invest in them. Every salesman must know his lines, and give his customers his viewpoint if he is going to obtain the maximum amount of success."

Mr. Price further maintains that the salesman who can describe his goods to the prospective buyer in such an attractive manner that a desire for those goods will be created, is a salesman who will be a success; and to describe the goods, one must know them thoroughly. With the ever-changing times come changes in food products, and this means that every good salesman must be a student all the time. "Salesmanship," added Mr. Price, "is for one thing, selling goods at a profit. The great question is not 'How cheap can I sell an article,' but, 'How much can I get for it,' and if every dealer took this attitude, the new viewpoint would work wonders in so far as the general profits of the grocery trade in Canada are concerned."

Personal salesmanship in the Bain store is closely linked with interior and window display. Take a look at the illustrations herewith, showing the interior display of goods on the side of the store opposite the counter. Imagine yourself the head of a household, and in this particular store. Would this array

SOME RESULTS FROM ATTRACTIVE DISPLAYS.

In the Bain & Co. store a certain window display of biscuits sold in one week 35 tins of fancy biscuits of a certain brand.

The windows of this store, together with personal conversation on the part of the men behind the counter have made Olives a staple article with their customers. Olives are now bought in 25-case lots.

Displays in the interior sell large quantities of goods every day. They are always inviting and of the character that create an appetite for the goods shown —as witnessed by the displays on these pages.

Salesmanship backed up by a good article sold in 1914 more Coffee than in any year in the history of the store. More than a ton more was sold last year than in 1911.

of goods arrest your attention, or would you pass by on the other side without casting a single glance at the apples, nuts, oranges, grapes, dainty fruits in glass, asparagus, cherries, olives, fancy biscuits, pickles, sardines, sauces, soup, canned goods, castile soap, etc. The answer is self evident. Suppose then that this attractive arrangement gets the attention of only half the customers who come into the store. Is it not a paying investment? The same applies to the counter, at which every customer must stand in giving her order. Will not these preserved figs, the anchovies, etc., make an impression upon the average purchaser? Will not the mushrooms, the catsup, the cherries, the olive oil, the dried ginger, the ground almonds, the chutney, the olives, the saratoga chips, and the cider which are from time to time temptingly arranged on this counter, also make an impression on the purchaser? Suppose for a moment that Bain & Co. banish all these goods from the sight of their customers, and kept nothing but a plain unadorned office, in which is a table and a few chairs, where orders are taken; and suppose there were no windows in which to display goods, would they sell one-tenth as much as they are doing to-day? No merchant is so blind that he cannot see the wonderful possibilities in display. Since these possibilities exist, is it not up to the business acumen of every retailer to improve his displays, to make them more tempting and attractive, and therefore to make them a still greater investment than they are to-day?

Coffee Sales Boosted.

When A. G. Bain & Co. take hold of a particular line, they make it go. In 1914, war and all, their coffee sales, for instance, were the highest in history. They beat 1913 by a few hundred pounds, 1912 by almost 1,500, and 1911 by almost 2,500 pounds. This increase was made possible by the fact that the salesmen in this company, concentrated a part of their selling efforts upon coffee.

Coffee sales were increased in this way. A year or two ago, the coffee trade of Bain & Company's store was not what the proprietors thought it should be. The made investigations and found a coffee that the majority of their customers appreciated, and when this condition of affairs was brought about, they began SELLING coffee, and concentrating on that particular line. They, of course, have an up-to-date coffee grinder.

Have Made Olives a Staple.

Olives is another article that has attained a prominent place in this store. Every once in a while a special olive window is shown, and olives are always prominently displayed in the interior of the store. A few bottles are always on the counter as well, and with all this attention it is little wonder that their sales in olives have increased wonderfully in the last few years. This article has, as a matter of fact, become one of the staples in so far as their customers are concerned. Olives are bought now in 25-case lots, whereas some years ago a case or two of olives was considered a good order from any one store.

"A retailer, however, must be careful not to sell a person what he or she does not want," says Mr. Price. "You have got to play fair with everybody, and if you do you have one of the best advertisements working for you possible. I can remember that often when on the road I have come out of a grocery store without an order, when I was sure I should have had one. The other fellow got the business, but in the end that customer was mine, simply because satisfaction to the purchaser had not been given. I maintain it is the same in the retail business. The greater the satisfaction in so far as the goods and the service is concerned, the better for the business in the end."

Window Sold Many Biscuits.

So far, little has been said in this article about the window displays of A. G. Bain & Co. These are certainly on the same plane as the interior, as will be readily observed from the accompanying trims. When one looks at one of their windows, he naturally comes to the conclusion that here is an establishment where he is going to meet with perfect satisfaction in so far as service, cleanliness, quality and fair treatment is concerned. The windows in no way belie the interior, and the impression one gets from looking at the window, is even more favorable when the interior arrangement is viewed. Windows in this store are trimmed to sell. Sometime prior to the visit of Canadian Grocer, there was a display of tins of a certain filling for sandwiches. It was surprising the quantity of this high class line they sold. About the same time the window was attractively arranged with the biscuits of a certain manufacturer. In one week no less than 35 boxes of these fancy biscuits were sold, whereas in the ordinary run of things, two or three of that particular line had been the limit. This demonstrates conclusively the power of the retailer to sell the goods in which he is interested. It shows that his window displays, backed up by confidence among his customers, is a powerful medium for the moving out of biscuits or any other line. The value of clerks who are real salesmen is evident by the statement of Mr. Price when he said, "the $15 clerk is in the majority of cases cheaper than the $10 clerk."

The business of Bain & Co., has attained large proportions, the turnover being figured up into the six figures for groceries alone. The reason for this is plainly shown in the views of the store and the windows herewith. They reflect the character not only of the men behind, in so far as the grocery trade is concerned, but of the customers of the store. They stand forth beckoning to the higher class of trade and they get it..

WATCH THE CEREAL STOCK.

The National Wholesale Grocers' Association of the United States has prepared some very useful data on the care of perishable groceries, and directions by which losses may be reduced as much as possible.

The following advice is given:—

"Discontinue the handling of cereals in bulk as far as practicable. The small package or carton is more sanitary and convenient for the consumer, and usually more profitable in the long run. It is extremely difficult to protect bulk cereals from outside contamination and from the tiny insects that prey upon them. Wherever any insects obtain access to cereals they deposit their eggs, and larvae will soon develop, and the product will become unfit for sale. If you find it necessary to handle some cereals in bulk, great care should be taken to see that the chests or bins in which the product is kept are perfectly tight and are well covered at all times. The larvae will penetrate through the smallest crack in the bottom of the chest.

"All such chests or bins should be thoroughly cleaned at least once every two weeks, especially in warm weather. If quantities of old flour or meal are left in the corners or cracks, the fresh product emptied into the bin is almost sure to be contaminated in a short time. The possible development of worms or larvae in such products may be very materially checked by shaking the package or container thoroughly every few days.

"It is much easier to protect cereals in package form from outside contamination. There is practically no loss on these products except in warm weather. At such times great care should be taken to see that the shelves are clean. Do not allow dust or other refuse to accumulate upon or near the packages. It is well to move the packages occasionally and clean the shelf. Shake each package when replacing it." —Good Storekeeping.

Samples of Every-Day Bain Windows

An exclusive Olive trim that brought splendid business. The Bain store has two windows, this one being shown at same time as that above.

An appetizing window trim recently shown by A. G. Bain & Co., which was a splendid seller. High-class lines are featured exclusively and are displayed most attractively.

The Debut of a New Firm

New Montreal Retail Firm Make Their First Window Display Create an Air of Refinement About the Establishment — Desired to Have Public's First Impression a Favorable One—Free Use of Cut Flowers.

Especially Written for Canadian Grocer.

THE first window, like the first baby, or the first cigar, is an auspicious one. Considerable interest was shown in this window because it was the outward visible sign of an inward attempt to start the ball rolling in a district which was probably already well supplied with grocery stores, and where the competition was keen. It was the first display window of Murphy & Riordan, 871 St. Catherine St. West, Montreal—three young men who have been connected with two large retail stores. Mr. Riordan was a clerk with E. J. Quin, corner of Greene Ave and St. Catherine St., Montreal, and was also with Murphy Bros., who operate two stores in Montreal, one on St. Catherine Street, West, and the other on St. James Street. The other partners are two Murphy brothers, also connected for many years with the latter store.

No serious attempt was made to draw trade by the first trim, but rather to draw attention—favorable attention—by its brightness and cleanliness. Effective use was made of cut flowers, which will continue to be the mark of this new firm—an idea that could well be utilized by some of the dingy stores which are alas, too common. For a background, use was made of large cereal cartons and cardboard figures. There were two stands trimmed simply with fruits and nuts.

In later windows, attempts have been made to make displays that would sell goods. Important among these was a lobster window, the material for which was supplied by a packer who wished to get the help of the retailer towards creating a demand for these goods, which, owing to the condition of trade, and to high prices prevailing in the past, have been considered more of a delicacy in the average home. The store, being located in a good class district, enjoyed a big lobster trade as a result of this display.

This attractive window was used by a new Montreal retail firm—Murphy & Riordan—to make their bow to the public of the district. Fancy biscuits, canned lobster, canned peas, fruits in glass, oranges, cocoanuts, grape fruit, dates, breakfast foods, and olives were among the lines shown. Ferns and cut flowers added to the refined character of the trim.

Orange window of J. A. McCrea & Son, Guelph, Ont., that sold 50 cases in four days.

Successful Orange Selling Campaign

One Window Display and an Advertisement in the Local Papers Responsible for Disposal of 50 Cases in About Four Days—Some Sold By the Case But Mostly by the Dozen —The Display Described.

Written By Traveling Staff Representative.

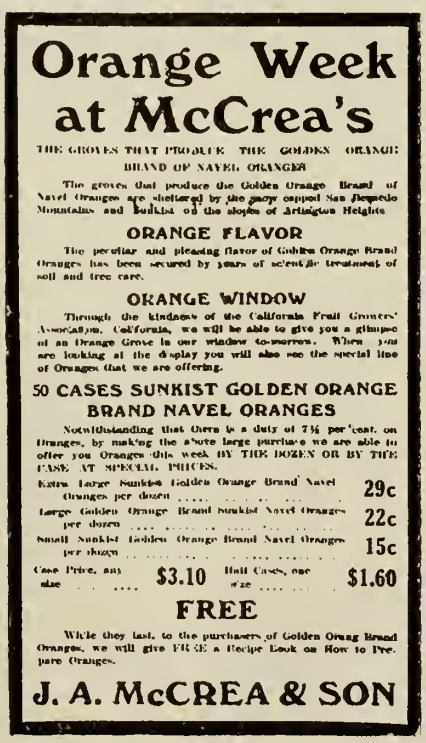
EVERY time a window display is presented to the public, time and energy and sometimes money is spent. If all these things are to be paid for, the window must produce results, and the value of every window must be measured by the results obtained, either direct or indirect. It should be the aim, therefore, of every retailer to watch carefully his various displays and to determine if possible the value of each in dollars and cents. By keeping tab on windows in this way, there is going to be little time, money and energy spent uselessly.

A few weeks ago there was a window display of oranges in the window of a Guelph, Ont., grocery store, which in about four days, in conjunction with an advertisement in the newspapers, sold more than 50 cases of oranges. This was the store of J. A. McCrea & Son, and the actual window that got the business is reproduced herewith.

"Yes," remarked Mr. McCrea, in reply to a question from Canadian Grocer, "the window certainly produced results. It was dressed by a member of the staff on Friday, and up to Tuesday of the following week, we had disposed of fifty cases of oranges. Of course our big orange day is always on Saturday, and the majority of them were sold on that day." "Do you find that the public buy in quantities or in small lots?" he was asked. "The majority of them were sold by the dozen," he replied, "but we also sold quite a number by the case, and we made a good profit on them, too.

A glance at the window display will show an exceedingly neat and appetizing trim. To the rear of the window were two large window cards, showing orange orchards. In front of these was a row of half-cases of the fruit, tastefully arranged. To the front of the window were three circular displays of fruit, two being of oranges and one of grape fruit. Between these circular pyramids were two or three jars of marmalade. During the orange sale, McCrea sold a number of jars of this. Intermingled with the display of fruit were several show cards showing various uses of oranges. There will be noted one of a storey cake covered with sections of orange, and others of a different character. To give the display a still more orange flavor, rows of orange-colored paper, stretched from the window up to the ceiling, and a large number of show cards were placed on the left-hand side of the window.

All of these things united to suggest to the passerby that he purchase oranges. This display was connected up with the advertisements in the local papers.



Orange Week at McCrea's

THE GROVES THAT PRODUCE THE GOLDEN ORANGE BRAND OF NAVEL ORANGES

The groves that produce the Golden Orange Brand of Navel Oranges are sheltered by the snow capped San Bernardo Mountains and Sunkist on the slopes of Arlington Heights

ORANGE FLAVOR

The peculiar and pleasing flavor of Golden Orange Brand Oranges has been secured by years of scientific treatment of soil and tree care.

ORANGE WINDOW

Through the kindness of the California Fruit Growers' Association, California, we will be able to give you a glimpse of an Orange Grove in our window to-morrow. When you are looking at the display you will also see the special line of Oranges that we are offering.

50 CASES SUNKIST GOLDEN ORANGE BRAND NAVEL ORANGES

Notwithstanding that there is a duty of 7½ per cent. on Oranges, by making the above large purchase we are able to offer you Oranges this week BY THE DOZEN OR BY THE CASE AT SPECIAL PRICES.

Extra Large Sunkist Golden Orange Brand Navel Oranges per dozen	29c
Large Golden Orange Brand Sunkist Navel Oranges per dozen	22c
Small Sunkist Golden Orange Brand Navel Oranges per dozen	15c
Case Price, any size	$3.10
Half Cases, one size	$1.60

FREE

While they last, to the purchasers of Golden Orang Brand Oranges, we will give FREE a Recipe Book on How to Prepare Oranges.

J. A. McCREA & SON

The advertisement was used along with the orange window by J. A. McCrea & Son.

A U.S. Dealer's Idea of Displaying Jam

The Trim That Was Arranged by a Seattle, Wash., Artist on the Occasion of a Great Birthday—Touch of the Beautiful by the Addition of Foliage.

A jam display sent to Canadian Grocer by a Seattle, Wash., U.S.A., reader.

CANADIAN Grocer shows every year a great many window displays of attractive design. These are from Canadian dealers, but here is an opportunity for our readers to see a display from the standpoint of a United States retail firm.

The window on this page comes from a Canadian Grocer reader in Seattle, in the State of Washington. It was shown by Augustine & Keyer, of that city, who are among the high-class grocers of the Pacific Coast, and was used during the week of Washington's birthday. This explains the picture and the flag. This display work in this store is done by a Mr. Groves, and from the sample of his work we have here, it can readily be seen that he is an artist when it comes to window trimming. In fact his displays draw crowds of people every day.

The design of the display is simple, but particularly neat. Rows of jars of jam converge from the plate glass to the flag-covered block at the foot of the picture, and along the front of the glass is another row, the jars being arranged standing and lying down alternately. The beauty of the window is added to by the use of wicker pots of foliage on either side of the main trim. It should too be noted that the richness of the cloth on the floor adds to the general attractiveness. This presents a suggestion for a Twenty-fourth of May or a King's birthday trim.

Putting New Life into the Departments

How Sales in the Cured and Cooked Meat, Confectionery and Fish Departments Were Boosted —Montreal Dealer Takes Drastic Action With His Clerks and in Shake-Up Improved His Trade Considerably—Making the 'Phone Pay.

THERE comes a time in the history of some stores when, if things are not going right, it is necessary for the proprietor to think hard, and then take drastic action. W. J. Falle, 351-353 Prince Albert avenue, Westmount, has a branch store which takes his attention from the parent store. Things did not seem to be going right. The big store was not doing what is should. He thought hard, and then landed on the clerks. The shake-up resulted in good men being placed in charge of various departments, and the improvement which followed has justified the change.

One of the departments to which new life was given was the provision counter. The man placed in charge has an expert knowledge of that end of the business. He is interested in it furthermore, because it is his own department, and he is responsible. First thing in the morning he begins slicing up bacon for orders. He keeps his counter attractive, aided by refrigerators, and an efficient meat slicer.

Big Increase in Cured Meat Trade.

All these things together have resulted in a fifty per cent. increase in the smoked meat business since the change, i.e., within the last six months.

The clerk in charge of the provision counter was asked what action on his part resulted in this beneficial change. He replied that one of the chief factors in their success was in selling the "ends," which in so many stores are thrown away, or else disposed of at a much lower figure. To overcome this loss, it was his custom, he said, first thing in the morning, to slice about 15 lb. of bacon, and display it on the counter in 1-lb. packages. He left the packages open, and arranged the slices so that the rind was hidden. Early customers were attracted by the tasty display and often bought two or three pounds.

Before this clerk was given charge of the provision counter, it was customary for any of the clerks to cut the bacon, and as most customers like their orders taken from the middle of a piece, a new side would be sliced. This resulted in a great waste of ends, and it was not uncommon to see a full box of them lying in the refrigerator. When these are cut, they are saleable, whereas when the customer sees only the end, she expresses a desire for the middle.

A good meat cutter plays a considerable part in this saving. Recently Mr. Faille went to the expense of installing a slicer which would cut a side of bacon from beginning to end, leaving no waste. It can easily be seen that a machine of this nature would soon pay for itself.

Special Attention to Confectionery.

Confectionery was another department which has "looked up" considerably since a special clerk was placed in charge. Not being large enough to occupy the whole time of a clerk, the man taking orders over the phone was given supervision.

This gave him an excellent opportunity for introducing his own lines when talking to customers over the telephone. He keeps a list of goods requiring to be pushed, by his side. Lines of chocolates carried run from the cheaper varieties to good bulk chocolates selling at 40c per lb. and more. Cake is kept in a special glass case, and is received fresh twice a week. The idea of calling up customers and not waiting for them to call up the store has proven in this case to be a good one. Close to Westmount is the scattered district of Notre Dame de Grace. To call on these people personally would not be easy. It is done on the phone, and early in the morning, so that deliveries can be made before lunch hour.

Making the Phone a Good Investment.

It looks as though the phone is becoming more and more a factor in getting

(Continued on page 94.)

Interior of the W. J. Falle store on Prince Albert Street, Westmount, Que. Much attention is given here to special displays.

How Other Grocers Do Things

Door Opening Device

Many grocers like to open the door when women customers are leaving the store. To do this, he has often awkwardly to walk around the counter, and often arrives there after the door has been opened. In the store of S. Bourgeois et Cie., St. Hyacinthe, Que., the door is opened by a rope on pulleys, which makes it unnecessary for the clerk to pass from behind the counter.

* * *

Emphasies the Taste of Chicken

Tuna fish in tins has somewhat of the taste of chicken. In fact it is often advertised as tasting like chicken. Sometime ago M. S. Festing, a Hamilton, Ont., grocer, showed a window display of this Tuna fish. To emphasize its relationship to the chicken he placed in the centre of the window a stuffed hen with the feathers on it, and in front of the hen was a show card reading: "Looks and Tastes Like Breast of Chicken."

* * *

Display Table with Leaves

One of the little kinks used in the store of A. Sitler, Palmerston, Ont., is an out-of-the-ordinary display table. This table stands usually in the centre of the floor, where the goods on it show up to advantage to every customer near the counter. It has a drop leaf on both sides, so that it can be folded up if necessary. The gear is made of metal. If Mr. Sitler desires he can drop one of the leaves of this table, and build up a display on a slanting fashion, so that it presents a very attractive appearance.

Mr. Stitler also keeps a broom rack in a prominent place in the store where every customer must see it. This he claims sells a great number of brooms, which would otherwise be overlooked if they were not prominently shown.

* * *

Made-in-Canada-Parody

A Hamilton, Ont., grocer recently showed a window display of eggs. Eggs are usually considered somewhat of a prosaic article to show behind plate glass in any quantity, but this retailer does not always stock to the beaten path. But the principal part of this window was not the eggs. On a large placard to the rear of the window, the retailer in question presented a short but intersting parody to the Made-in-Canada slogan. His sign read: "Laid-in-Canada."

* * *

A Handy Order Card

Often when verbal orders are given a messenger by store customers they are forgotten in part by the messenger and trouble ensues. Sometimes too, even when the orders are written down carelessly on scraps of paper they become unintelligible. C. A. Phair, a general merchant in Lillooet, B.C., provides against this by using a small stiff card a little larger than a post-card. These cards are handed out to customers and so whenever a customer of the store is sending into town for goods the list is made out on this card. The illustration herewith describes it clearly.

To C. A. PHAIR

General Merchant

LILLOOET, B.C.

Please give Bearer the following Goods:

No.	Article	Price

Customer's Signature.....

Your Orders made out on these Cards will be given prompt and careful attention.

Anything not right will be made right.

Card given to customers to prevent mistakes in ordering.

* * *

Recipe in the Ad

Retailers are more and more using recipes in their newspaper advertising to assist in creating a desire on the part of the reader to possess the goods advertised and to try out the recipe. Moe Bros., of Rainy River, Ont., recently ran an advertisement in their local paper on chocolate and cocoa and in one corner of the ad appeared the following recipe on chocolate pudding:

Our Weekly Recipe.

CHOCOLATE PUDDING.

One heaping cup of sugar, half cup butter, two squares chocolate, one egg, one cup of milk, one and three-quarters cup flour, one heaping teaspoonful baking powder; mix as for cake and steam for two hours.

SAUCE.—One and a half cups water, two tablespoonfuls of cornstarch, one cup sugar, one tablespoonful butter, one and one-half squares chocolate; flavor with vanilla.

Here is a sample of effective advertising because it carries a double appeal to the housewife.

* * *

Eulogy for the Window

D. McKillop, Hamilton, Ont., retailer, deals extensively in provisions. He sells all kinds of cooked and cured meats, sausage, etc., and makes a feature of these lines in his window display always. They are very temptingly arranged on platters and they bring him good business. "My window," he said, not long ago to the writer, "is my business. If anything made me it was the window." Mr. McKillop uses a meat slicer for his bacon and cooked ham, for he says the people appreciate the service that can be given with this machine.

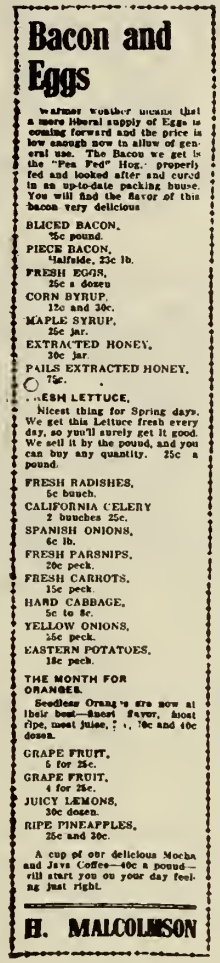
* * *

Offers Reward of 5$

S. G. Freeze, a Calgary, Alta. grocer, who advertises regularly in the local papers announces in one of his advertisements that he is prepared to give a reward of $5 cheerfully to anyone who will point out to him any intentional misrepresentation in his ads. This is certainly a convincing announcement and should do much to gain the confidence of people who are not regular customers.

A Fine Spring Ad

The accompanying cut shows a well-written and timely newspaper advertisement. It was used recently by H. Malcolmson, a grocer, of Chatham, Ont., and appeared in one column space. The introduction is particularly appropriate in view of the warm weather that arrived last week and in view of the fact that spring with its accompanying warmth has much to do with the change in the variety of the food the average person appreciates. Note the introduction: "Warmer weather means that a more liberal supply of eggs is coming forward, and the price is low enough now to permit of general use. The bacon we get, etc." Then further down reference is made to new lettuce—"the nicest thing for spring days, etc.," followed by a list including radish, celery, fresh carrots and other vegetables. This is the sort of advertising that gets results because it is a creator of appetites.



Bacon and Eggs

Warmer weather means that a more liberal supply of Eggs is coming forward and the price is low enough now to allow of general use. The Bacon we get is the "Pen Fed" Hog, properly fed and looked after and cured in an up-to-date packing house. You will find the flavor of this bacon very delicious

BLICED BACON, 25c pound.
PIECE BACON, Halfside, 23c lb.
FRESH EGGS, 25c a dozen
CORN SYRUP, 12c and 30c.
MAPLE SYRUP, 25c jar.
EXTRACTED HONEY, 30c jar.
PAILS EXTRACTED HONEY, 75c.
...ESH LETTUCE, Nicest thing for Spring days. We get this Lettuce fresh every day, so you'll surely get it good. We sell it by the pound, and you can buy any quantity. 25c a pound.
FRESH RADISHES, 5c bunch.
CALIFORNIA CELERY 2 bunches 25c.
SPANISH ONIONS, 6c lb.
FRESH PARSNIPS, 20c peck.
FRESH CARROTS, 15c peck.
HARD CABBAGE, 5c to 8c.
YELLOW ONIONS, 35c peck.
EASTERN POTATOES, 18c peck.
THE MONTH FOR ORANGES. Seedless Oranges are now at their best—finest flavor, most ripe, most juice, 30c and 40c dozen.
GRAPE FRUIT, 5 for 25c.
GRAPE FRUIT, 4 for 25c.
JUICY LEMONS, 30c dozen.
RIPE PINEAPPLES, 25c and 30c.

A cup of our delicious Mocha and Java Coffee—40c a pound—will start you on your day feeling just right.

H. MALCOLMSON

Advertising must be appropriate and it must be written with that swing that commands attention and creates desire if it is to be a "puller" of business and an investment.

* * *

New Front Increases Business

An alteration in the store front has brought about a substantial increase in the business of Mrs. Ross, a grocer at the corner of Dundas Street and Humberside Avenue, West Toronto. Formerly there was a narrow shoe repairing shop exactly on this corner, which was owned by this grocer and rented. Her store came next on Dundas Street, with just the ordinary straight front window and a door at one side. A year or so ago Mrs. Ross felt she could make this corner more valuable by using it herself and had the entire front remodeled by taking in this corner shop into her store and by providing more than double the window space. A new window was made in the Humberside corner and a sort of bay window right on the corner, with two frontages. In addition to that, she has the front and main window as before on Dundas Street. The latter is used as the main display centre, while the "bay" window is utilized for showing fruit, vegetables, seeds in season, etc. This rearrangement had done much towards increasing the turnover in this store.

Every dealer should take a look at his store front and determine whether it could be improved upon—improvement means more sales and more profits.

* * *

Macaroni and Egg Trims

Island & Bamford, Dundas Street, Toronto, invariably show fine displays in their windows. Recently an attractive trim of macaroni, etc., was on display, which presented a rather unique appearance. The macaroni in long cartons was piled up in the centre of the window, just as the section men on a railway line pile ties by the side of the track. Again, at the ends of the pile there were neat little arrangements of the macaroni.

At Easter, Island & Bamford displayed eggs a little out of the ordinary. They were shown in boxes across the window, with brown eggs on the top row, with the exception of a perfect square of white eggs. This at once attracted the attention of the passer-by, and as the eggs were particularly fine samples, the display meant good sales.

* * *

Both Registers Operated.

R. S. Godfrey, Meaford, Ont., writes:

We use both a credit and cash register to help us keep track of our business. The cash register is used, of course, for cash sales and money received on account, and small items of cash paid out, while the credit register takes charge of every credit sale made.

O. Cowdy, grocer, Toronto, has sold to Wm. S. Moulds.

A. H. Dundas, grocer, Toronto, has sold to G. A. McTaggart & Son.

Daniel Lund has taken over the grocery business of Lund Bros., Sackville, N.B.

E. Guillet and Wm. Fox, both grocers, have been elected to the council of the Cobourg, Ont. Board of Trade.

Mr. Webber, of Woodstock, who has purchased the general store of W. G. Eadey, Sheddon, Ont., is moving into the village and has taken possession of of the business.

Special Book for Wholesale Accounts.

C. L. Hicks, Guelph, Ont., says:

Our bookkeeping system is the loose-leaf. We do not keep any expense account. In fact, we do not do any more bookkeeping than we have to. We keep a special ledger for our wholesale accounts and a regular bills receivable and bills payable book.

* * *

A 14 Per Cent. Expense.

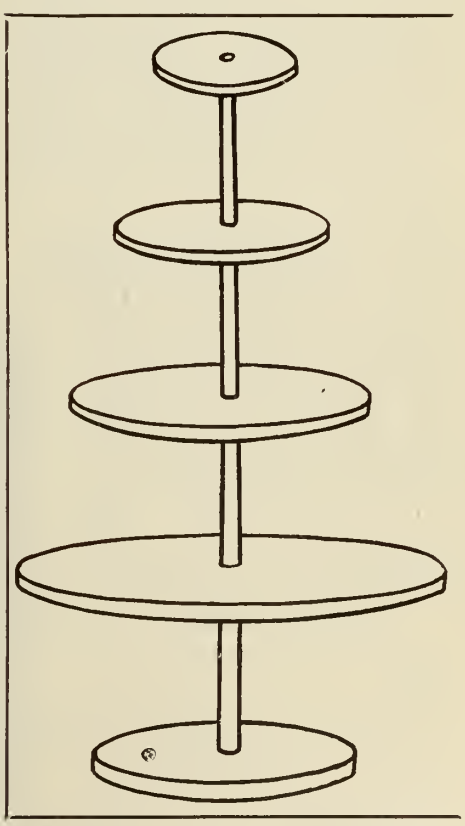
Jas. L. Hewson, Oakville, Ont., writes:

Our bookkeeping system is the loose-leaf. We have also a cash register to look after and take care of cash sales, cash received on account, cash paid out and credit sales. Our overhead expenses are about 14 per cent. of the turnover, which includes the proprietor's salary.

* * *

A Counter Display Stand

A. G. Bain & Co., Hamilton, Ont., have a neat little display stand for showing bottle goods such as olives. This stand has an upright through the centre and has some four or five circular shelves, the bottom one being the largest and the others tapering to the top. When bottles of olives are piled on these shelves around the upright, they present a very attractive appearance and make a very neat and attractive looking counter display. An illustration of this stand appears herewith.



This makes a very useful and attractive display on the end of the counter when neatly arranged with bottled goods.

CARDWRITING MADE EASY

by

R. T. D. Edwards

LESSON NO. 4.

IN this article, No. 4 of the series, I am going to dwell at some length on one of the most important features of card writing, viz., brush work. The brush is the most important tool of the card writer's equipment. The card writing pen is quite satisfactory for some kinds of lettering, but if a card writer is a master of the brush he can get along much more easier without pen work than he could without the brush. With a brush it is possible to do heavy one-stroke lettering or very small work, and this can be done rapidly by the man who is able to master the brush. The brush can also be used for making large outline lettering such as used for posters or large cards. For work of this kind a pen is not the correct tool, but it has been shown in previous articles that the pens will do the work if brushes are not available.

In selecting brushes, I would recommend "red sable writers." The hair of the red sable brush is arranged in such a manner that it works out to a chisel point. The round ferrule can be secured in nickel-plated or brass. When testing a brush wet in clean water and draw the hair of the brush gently between the thumb and forefinger. Thus, the length of the hair is shown and in a good brush the hair will be of uniform length, such as shown in Fig. 1.

The Best Brushes.

The five illustrations accompanying this article show the regulation sizes of the best red sable lettering brushes. The illustration is made from an actual photograph which shows the ferrules and hair of the brushes. The black stroke above each brush indicates the width of the stroke made by the brush below. Of course, the width of the stroke is very often regulated by the quantity and thickness of the paint carried in the brush while lettering.

In buying a brush be careful you do not get a brush with an uneven tip. In Fig. 2, note the centre brush. A brush like this is absolutely useless for good card writing. It is well to remember that the hair at the end of the brush is, or should be, the natural ends of the hair as it grows, and this is the reason why it can be brought to a fine wedge point. If the hair is uneven it is necessary to trim the ends and this makes a hard point in the brush. The hard point is not satisfactory in doing good lettering.

Figure 2.

Select the first brush I have shown in Figure 2. I would also advise the use of a sable brush with a round ferrule. The round brush is more easily controlled than the flat and will carry more color; it also has more spring and life.

Two, or at the most, three, brushes will be sufficient for the beginner to purchase. The card writer should always keep his brushes in good condition. Neglect will ruin brushes. Always wash the brushes thoroughly when through work. Paint left in the brush at the root of the hair will split the hair and cause it to fall out (see illustration in Fig. 2).

After washing the brush be sure and see that the hair is straight and in proper working shape. If stray hairs get out of shape and are allowed to dry the working quality is impaired. Should the paint at any time harden in the brush, let it soften in water for five minutes before attempting to clean it. Do not bend the hair if the paint has dried on it, for this loosens the hair from the ferrule and causes dropping out, thus rendering the brush useless for card writing.

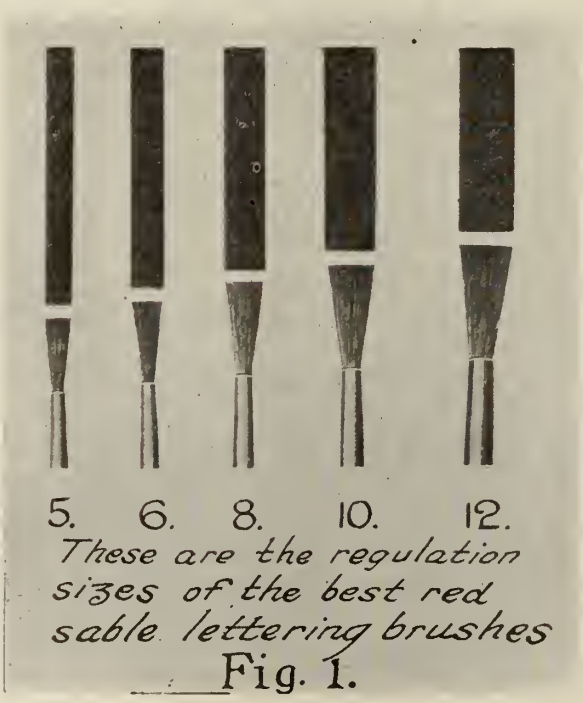


Fig. 1.

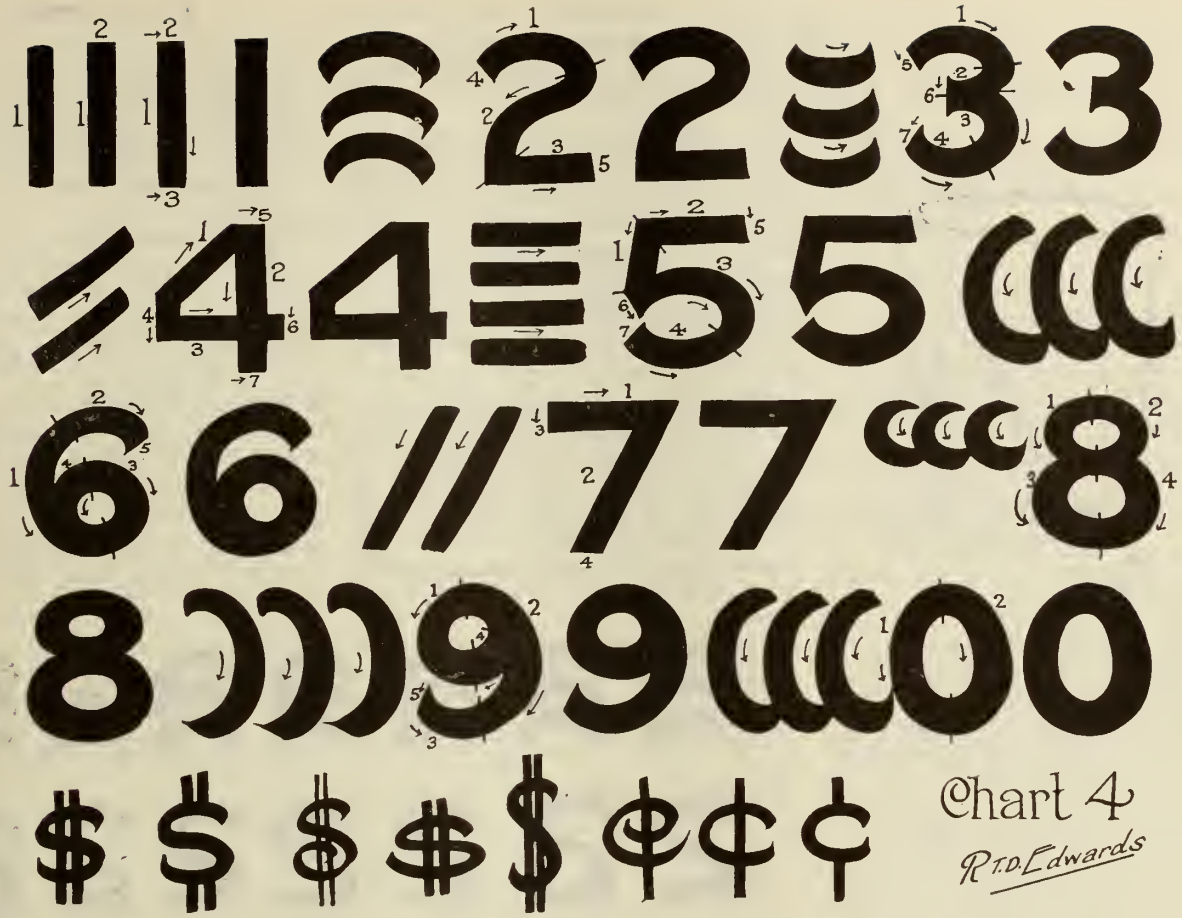
Caring for the Brushes.

Do not allow the brushes to lie on a piece of cardboard or glass long enough to allow the paint to dry. Should the paint become hard and stick to the cardboard or glass, put a few drops of water on it and allow it to soften before attempting to remove (see Fig. 4).

Brushes should not be allowed to stand very long in a glass for this bends the hair and makes the brush unfit for good work. Should a brush become bent from standing in a glass it sometimes takes a considerable length of time to get it back to the original shape (see Fig. 3).

The card writer should treat his brushes just as the careful mechanic treats his tools—as though his job depended on them.

In Lesson No. 1 I stated that the card writer should have a



slanting table. If a special table is not available you can use an ordinary kitchen table by cutting about three inches off the front legs. The height of the table should be such that it would not interfere with the free swing of the right arm. Always sit square in front of the table and keep the top of the card on which you are working slightly toward the left, so it will be parallel with your right arm.

Fig. 5.

Keep your pot of color at your right hand, with a piece of scrap glass or paper near it. This can be used for working the brush to a flat point after it has been dipped into the color. Do not attempt to letter in card by using the color direct from the paint pot to the card. To begin, lay out a blank card as shown in Fig. 5. Mark out lightly with pencil guide lines two and one-half inches apart. Then proceed to practise the exercise and figure separately as indicated. Remember, you cannot practise too much. Follow the instructions keep the brush flat and do not be afraid to spoil a little cardboard.

Chart No. 4.

Chart No. 4 shows the complete set of figures, dollar and cent marks necessary for making price tickets. These are made by the one-stroke method; each stroke is numbered, and by following the numbers you should not have difficulty in doing the work.

The "1" is composed of three strokes, the main down stroke and the top and bottom finishing strokes. The "2" is a five-stroke figure, the small cross lines indicate where the strokes join. The "3" is composed of seven strokes; in this figure the top loop should be slightly smaller than the bottom.

In Making the Figures.

The "4" is also composed of seven strokes; this figure requires a great amount of careful practice. Care should be taken in making figure "5." This is a hard figure to balance properly. The illustration shows where the strokes are joined; this figure is composed of five strokes. In making figures it is important that all joints be hidden as much as possible, and each letter should look as though composed of a continuous stroke.

The "7" appears simple, but to make this letter correctly considerable practice is required. The hardest part in making this letter is to get the plant

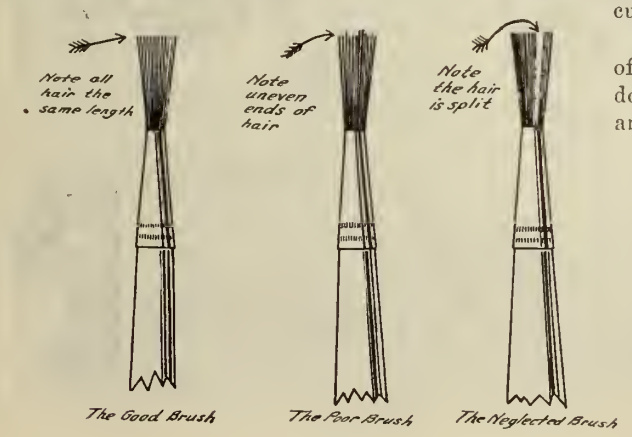

Note all hair the same length
Note uneven ends of hair
Note the hair is split
The Good Brush
The Poor Brush
The Neglected Brush

Fig. 2.

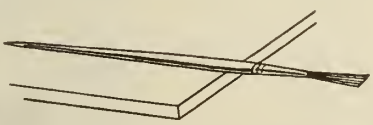


Fig. 4.

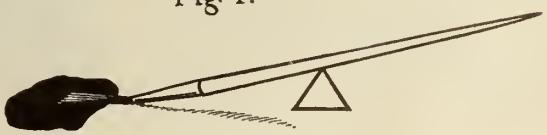


Fig. 3.

stroke at the right angle. As shown in the chart, the top loop of the figure 8 is smaller than the lower one. Four strokes are required in making this figure, but each stroke must be made correctly or the figure will be spoiled.

Collection of Price Cards.

The collection of price cards shown in Fig. 6 gives a fair idea of the work that can be done by a student who has mastered the foregoing lesson. The ruling on these cards was done with the stub pen shown in a previous lesson.

In buying materials I would advise the card writer to buy prepared show card colors as they are the best for brush work. These can be purchased in dull or gloss finish. The former is most desirable. Do not use pen ink for brush work.

WHY HE FAILED.

By J. R. Worden.

"A penny saved is a penny earned," as the saying goes, but it is not always the case that a "penny earned is a penny saved."

Brown's case is particularly interesting because he had unusual ability as a merchandiser.

He kept his store full all the time—great hand for special sales—had a fine-looking store—wrote snappy advertisements.

He was doing the business of the town, and had to live pretty well, of course, to keep up his reputation.

Then he failed. The receiver found it was just a matter of bookkeeping.

Brown never had been much of a hand at figures—said, "The money was made in the front of the store, not in the office."

He had always sold goods for what he thought they would bring, without much relation to the cost—because he didn't really know his cost.

The receiver explained it to Brown this way: "Here's a can of tomatoes that you sell for 15 cents. It cost you in the first place 12½ cents. The cost of selling it, including overhead expense, depreciation, your salary, interest on investment, insurance, etc., is 3½ cents. Therefore, you lose 1 cent on each can you sell."

"That's the penny that broke you."

Before the receiver turned the business back to Brown, all clear, he had installed a bookkeeping system that showed Brown what were his true costs—a bookkeeping system that gave him every morning absolute facts about his business.

Now Brown knows how much profit each department and each salesman made yesterday. He knows what goods are selling at a profit—what ones at a loss.

He knows just how much he owes and how much is owing him.

Ninety-five per cent. of all retailers are doing business the way Brown had done. That is why ninety-five per cent. of all retailers fail some time.

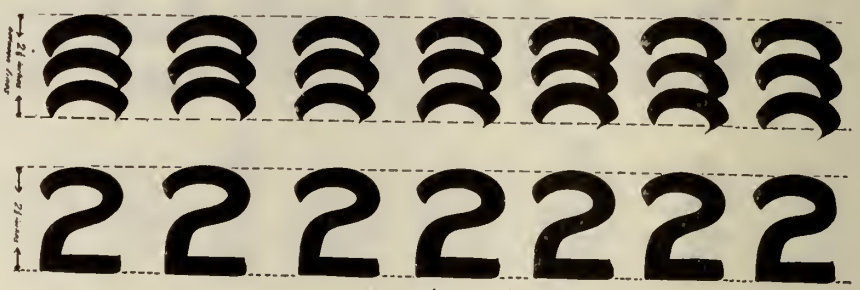
Are you losing that penny?

THE OPTIMIST.

Since first into the world I came
  Without a rag upon my torso,
I've always tried to play the game
  With all my might or even more so.
I've had my share of joy and grief;
  The world is large—I've knocked around it;
I've kept in man my firm belief,
  I've taken life the way I found it.

And that was—good! For though beset
  Sometimes by fate with jeering laughter,
And though frequently I've met
  The thief, the traitor and the grafter,
MOST days, I find, are bright and clear,
  With sunshine pouring down in splendor;
MOST men are loyal, honest, square,
  MOST women kind and true and tender.

I've found more love than I have hate,
  More praise than bitterness and scandal;
And though sometimes the odds are great,
  I've found the game is worth the candle.
I'm glad I've known both toil and strife
  Have found my place and learned to fit it.
In other words, I like this life
  And I am in no haste to quit it!



Exercise Work
Fig. 5

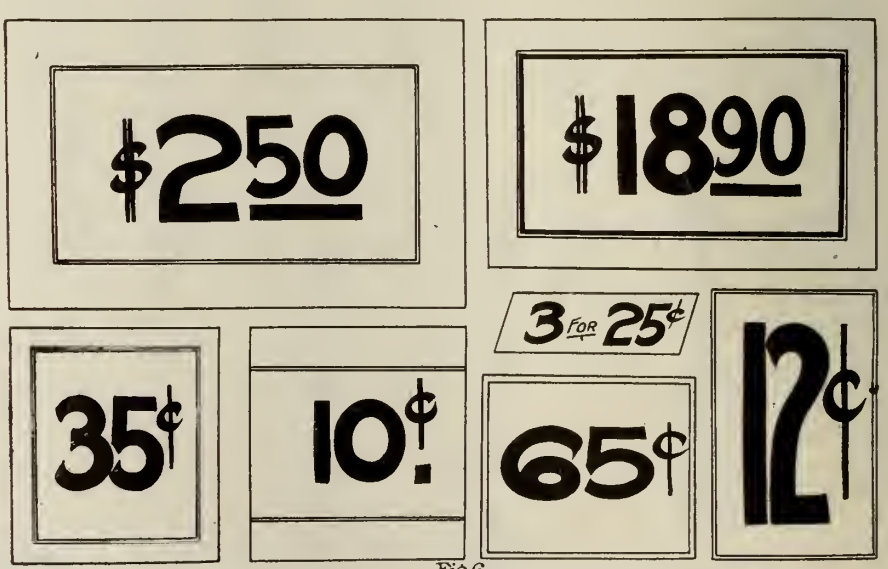


Fig. 6.

Sacrificing Popularity for Profits

A Store Which Was Enjoying a Substantial Turnover But Where Overhead Expenses Exceeded the Gross Margin—How That System Was Changed by Development of Salesmanship Among the Clerks—Popularity Regained.

WHEN Alexander Ostiguy took hold of the business of S. Bourgeois et Cie., St. Hyacinthe, Que., he claims that the annual deficit was $600. His analysis showed him that the former proprietors had been selling too cheaply. By this means they had succeeded in making their store the most popular one in town, but the popularity did not pay.

His remedy came with a rise in the market. Goods were not immediately jumped to give a good margin, but opportunity was taken of every chance to put the prices on a proper basis, considering cost and overhead charges. Thus the public did not realize with any startling suddenness that the cost of living was higher. The first year brought a change on the right side, realizing a profit of $150. The second year they cleared $1,300, and the third year over $3,000. This year the revenue should be still higher, as conditions in St. Hyacinthe are abnormally good compared with conditions in many other places. The farmers are flush with money, and more important still, many of the industries of St. Hyacinthe are running full time—some night and day.

Clerks Studied Sales Talks.

When Mr. Ostiguy raised his prices, the chief objection came from the clerks, who claimed that they were unable to sell the goods at the higher prices. Here was the testing time. Were they to be mere clerks handing out goods, or were they to be real salesmen, disposing of goods which produced a good margin? Mr. Ostiguy argued with them, and advised little sales-talks to customers on how the price of food was advancing; that the farmers themselves were receiving better prices for their produce, and unless the grocer advanced his prices with the market he would soon be out of business. At any rate, the clerks must follow the orders of the management.

As this did not have the desired effect, one of the clerks was relieved of his position, and the proprietor himself took his place. After a few months the clerk returned, convinced that he could use a little salesmanship, whereupon a price-list was drawn up, from which clerks were not allowed to deviate. From that time on, the grocery department was on a paying basis.

Everything Must Bear a Profit.

Unlike many merchants in large cities, this grocer makes a profit on everything that leaves the store, among which is sugar. Mr. Ostiguy declares that sugar pays him best of anything. He believes in quick turnovers. This is the way he puts it: "Supposing I dispose of ten bags of sugar a week, and turn my stock forty-eight times a year, at 5 per cent. I make 240 per cent. profit. It is the man who carries his stock for a whole year who does not make it pay."

A Feature of Confectionery.

A big end of the business is confectionery. It is surprising to find a small town grocery in Quebec Province carrying one of the most expensive lines of chocolates in the country. The townspeople who visit Montreal see their aristocratic friends eating very expensive candies, and finding them on sale at their own grocery, they want to be in the same class while at home. Of course S. Bourgeois et Cie. do not confine themselves to this line, but run the gamut from the high-class to the cheaper grades of candy.

The merchants of St. Hyacinthe find themselves in a favorable position just now, their factories running full time and the farmers having plenty of money. To the question: "What inducements do you offer to draw people to your store?" Mr. Ostiguy replied that he offered none beyond good value. Business, he said, came to their store, and not by cut prices.

A corner of the grocery department of the S. Bourgeois et Cie. store, showing computing scale, dustless bin fixtures, counter displays, etc.

He believes that spring, 1915, will be the best they have ever had. A large number of buildings are going up in the town, and most of the farmers are either building or improving their farms in some other direction.

An Old Difficulty Removed.

A peculiar thing about this part of the country is that the farmers are not looking for long credit. This is true of many parts of Quebec. The farmers, differing from many of their fathers, have plenty of money, and pay good prices for what they buy. They are not, of course, spending money lavishly by any means. When flour reached its high level a couple of months ago, the effect on the farmers here was very noticeable. They began to economize, but this ended as soon as the market declined.

Quality Featured Regardless of Price

This is the Outstanding Motto of the Howe Retail Business in Palmerston, Ont.—One Year's Increase in Turnover Was $7,000—Why It Is Necessary to Know Your Goods — Test Case Proves Women Poor Judges of Dress Goods.

Written for Canadian Grocer by Staff Representative.

IF one were to inquire in the vicinity of Palmerston as to what kind of a merchant Geo. Howe of that town is, he would probably receive this reply in nine cases out of ten: "Howe may be dear, but he certainly carries good goods."

"Quality Goods" is one of the foundation stones of the Howe business, and the proprietor prides himself on the fact that even if his customers occasionally have to pay a little more for their requirements, they are getting value equal to the money they spend. He carries out this policy not only with the town folks, but the farmers and their wives as well. Mr. Howe is a general merchant in Palmerston, and he has been there for the past seventeen years, formerly with a partner, but during the last three years, alone. That the policy is a particularly sound one, so far as this retailer is concerned, is evidenced by the fact that the business has increased more than 60 per cent. and that the increase alone in 1913 was no less than $7,000.

This is a merchant who depends a great deal on Salesmanship to move out the goods to both town and country customers. He employs a grocery salesman who takes a thorough interest in his work and whose aim is to exercise his selling power to the maximum. To demonstrate that salesmanship is absolutely necessary if satisfaction is to be given to customers, Mr. Howe cited the following case: A short time ago a woman customer of his town sent a boy over for a yard of the best cotton he had in stock. The youth was given a piece at 20c, which, although it was not quite as heavy as other pieces in stock, was nevertheless the very best. A short time after the boy had left the store, his mother called up to say that the cotton she received was a poorer piece than some she had bought at his store a week or so previous at 15c a yard. She was in the midst of ventilating her wrath at the merchant for his alleged presumption when Mr. Howe interposed and convinced her that she was entirely wrong.

Customer Not a Good Judge.

Just to prove the fact that the average woman is a poor judge of values, he cited still another instance where price tickets of 25c and 30c were placed on two pieces of dry goods exactly the same. In the majority of cases the women purchased and paid for the goods at the rate of 30c simply because they thought that was the better. Both pieces had cost him the same and were, in fact, exactly the same goods. "It certainly requires a salesman," he stated, "to be able to tell the customer exactly the kind and quality of the goods he or she is buying."

This little incident proves further that the average buyer nowadays is after quality rather than price.

Little Bother by M. O. Houses.

When asked as to the operation of the mail order houses in the vicinity of Palmerston, Mr. Howe replied there was some business done, and some always would be done. "I decided when I came here," he said, "to sell only the best goods and at prices that produced a fair margin of profit, and I have found that the business has increased each year ever since. Business to-day is good. The farmers certainly have as much money as ever, and they are spending just as much. Of course, it may be a little more difficult to get in the money just now, but that is due more to the impression the people have, that times are not just what they should be, than to any lack of funds.

"Farmers in this vicinity pay particular attention to stock, and not so much to the selling of grain. One morning not so long ago, a bank here paid out $2,000 to farmers for stock, and we have several days of the year like that."

The stock of the Howe store is composed chiefly of dry goods, groceries and men's wear. The dry goods dept. is on both sides of the counter inside the door. Immediately to the left of the door is a table display of notions, which reminds one of the larger city stores. The shelving in the grocery department is always kept neat, and at all times there are samples of goods on the counter, which, when the opportunity arises, are suggested to the buyers. For instance, on one corner of the counter, when the writer was there, was a small display of toilet soap, which the salesmen found little difficulty in disposing of from time to time. On another end of the counter was a neat little display of bacon, and in fact in various places were several of these small displays to catch the eye of the customer. As intimated above, Mr. Howe has a special salesman to look after the grocery department who makes a hobby of salesmanship, and he disposes of a great many goods over and above the actual demand.

Advantages of a Mirror.

At the extreme end of the store, which is an unusually long one, is a large mirror, which can be seen as one walks down the centre aisle. While this is used particularly for the men's wear department, one does not remain long in the store before he observes that customers in other departments—particularly the women—appreciate the presence of that mirror. The office is near the rear, and elevated a number of feet above the floor. This gives the proprietor a splendid opportunity of observing everything that goes on down below, and to see every customer who enters while he is in the office.

"Courtesy to customers" is another important motto lived up to in this business.

BUSINESS GOOD AS EVER; MORE STAPLES SELLING.

"Business is just about as good as ever," remarked one of the members of the firm of Lambert & Sons, general merchants, Harriston, Ont., "but we are selling more staples and less luxuries. While probably our farmers would be better off if they had a lot of grain to sell this year instead of stock, nevertheless they have no complaint to make, as they are still getting good prices for their hogs and cattle, comparatively speaking. At the same time the farmer who keeps no stock is bound to have his farm run down sooner or later, and in the long run the man who sticks to stock is the better off in my opinion. I know of one farmer in this community who got fifty loads of grain off a field not as large as that from which a neighbor secured only 17 loads of the same grain. The former was a cattle man, the latter a grain man."

Mr. Lambert did not think that the farmers would go in much for grain exclusively this year, but rather that the majority of them would follow their former occupation of raising stock. They are willing to take their chances on stock prices advancing rather than change to the production of more grain for sale direct.

Increasing the Farmer's Buying List

What Has Caused the Farmer and His Wife to Depart From the Methods of the Past—Methods of a Town Department Store for Selling Them Extra Goods—A Store Where Goods Are SOLD by Salesmen.

Written for Canadian Grocer by Staff Representative.

"BACK a few years ago," observed W. J. Warmington, a Chesley, Ont. merchant, "the farmer and his wife used to come to town once a week with a list of goods made out at home, which they had decided were actually required. Those days have gradually gone by; and to-day, the farmer's wife and the farmer, himself, are buying goods in our stores, that are attractively displayed to their view. They are, too, becoming more and more susceptible to personal sales talks on the part of the salesmen."

The stereotyped want list of actual necessities no longer decides the purchasing of the farmer and his wife. Mr. Warmington's testimony has been borne out by a great many other retailers with whom Canadian Grocer has recently come in contact. While the list of goods may yet be made out in the home of the farmer it is not strictly adhered to when he and his adviser come to town. He sees attractive window displays and counter trims of what in the olden times, would be termed luxuries. These get the attention of himself and his wife, and therefore the business being done with the farmers of to-day is greatly in excess of what it was a few years ago.

Mr. Warmington is a partner in the general store business of Ross & Warmington, general merchants of Chesley, Ont. In addition to groceries there are dry goods, boots and shoes and men's wear carried in this store. Every department is inviting to the customer. Goods are tastefully and attractively arranged, and the staff of salesmen, who are specialists in their lines, actually sell goods. In fact here is a store, the grocery and dry goods departments of which would do justice to our Canadian cities and larger towns. The ceilings are of metal, the windows are entirely enclosed, with vents in them to prevent frost formation, and above the display windows is a special glass for carrying the light far into the store interior.

While Ross & Warmington have been in the retail business quite a number of years, they have only been in their present store during the past four years. Up to the beginning of last year, the business had increased about 10 per cent. each twelve months, which is one of the best tributes to the power of the store to attract business, and to the salesmanship qualities of the men behind the counter. This firm is, too, a strong advertiser in the local paper which circulates largely among the farmers of the surrounding districts, as well as among the townspeople of Chesley.

Getting the Farmer to Town.

The merchants of Chesley, interest themselves in many special events to attract the farmers to the town. For instance, usually there is a big celebration there every 24th of May, when the merchants remain open half a day. The fall fair is another big event of the year, and during the past winter a poultry fair was held, which brought a great many farmers to the town. Of course the County of Bruce, as a great many of our readers know, is famous for its cattle and other live stock. Farmers there, go in very little for grain, and what they do produce is almost all fed to live stock. This means that shipping days always bring a great many farmers into Chesley, and of course, the more often they come, and the more inviting the merchants make their goods and their stores, the more goods do they buy. Asked if the rural phone is of assistance to the merchants, Mr. Warmington replied that sometimes it is, and that sometimes it is a nuisance. "For instance," he said, "people in the country phone in for prices of produce before they come to town, so that they will be in a position to judge just how much money their butter, eggs, etc., will come to. Often too, when a farmer comes to town, his wife will phone to have him bring something out with him. But on the other hand a great many use the phone simply because they consider it somewhat of a novelty. I have known one farmer to phone in two or three times in one day for the price of produce. No doubt he also gets in touch with other merchants, and plays one up against the other."

Farmers who have rural phones in this district are known to call up merchants in two or three nearby towns, to determine at which place they can get the most for their produce. This naturally tends to closer prices on the part of the merchants, and therefore closer profits when he comes to resell his produce. The fact that the rural phone is considered a no-

View of the grocery department of Ross & Warmington's general store in Chesley, Ont. This is an exceedingly fine small town store.

velty on the part of many, should, however, be removed as time goes on.

Buying as Usual.

Mr. Warmington does not believe the farmers are buying any less goods this year than usual. They are getting just as many if not more, in his estimation. And they are careful to purchase just as good quality goods as the town people, if not in some cases better. The counters of the grocery department of the Ross & Warmington store, are always neatly trimmed with suggestions as shown in the accompanying photograph.

"When placing their regular orders, customers naturally pick up various lines, ask the price or what the article is like," he remarked, "and very frequently that leads to sales."

With a staff of bright, live salesmen, little difficulty should be found in selling extra goods. Everybody nowadays, apparently wants to have a look around the store before he or she leaves, and this is where the inviting trims of luxuries and semi-luxuries become profitable investments. "The more goods you can show the better," is the motto in this store.

Near the front is a large biscuit case which used to be at the rear. The proprietors find that it now sells three times as many biscuits as it used to. Chinaware and crockery are also sold, and these with special displays of groceries are most attractively shown in silent salesmen and on tables on the side of the grocery department opposite the counters.

That it is never too early to show seasonable goods is demonstrated by a display of seeds which were placed in view this year about the first of March. When the writer called at this store a few days later a sale of these seeds was made by one of the salesmen. This small incident also demonstrates the importance of displaying as many lines of goods as possible in places where they will catch the eye. Among the goods shown on the counter, on the same day, were included wines, maple syrup, toilet soap, etc. All these are of the semi-luxurious class, which through their attractive appearance drew the attention of the passers-by, and they usually bear a good profit as well. The dry goods, boots and shoes and men's wear department is connected with the grocery store by an archway inside the door. There is also an archway to the rear of the store. While the partition between the two keeps the grocery and dry goods end of the business entirely separate, it allows of free access from one to the other. In the dry goods department there are tables and counters down the centre and the display idea is carried out to the fullest extent. Carpets and rugs are shown on a shelf five or six feet wide running around the store a few feet from the ceiling. Curtains and blinds, etc., are also shown on top of this wide shelf. The boot and shoe department is to the rear of the dry goods and behind that again is the men's wear department. The store office is alongside the men's wear.

The Entente Cordial Among the Grocers

In Lachute, Que., Where They Live in Perfect Harmony—They avoid price-cutting, and Never Doubt One Another's Word—Influence of Outside Towns — No Place for the Dead-Beat.

By C. B. Walton.

FOR thirty years the grocers of Lachute, Que., have avoided treacherous throat-cutting. There is no Retail Merchants' Association there. They hold no meetings. Quietly they discuss matters among themselves, and every man believes his fellow. Now and again there is a flare-up, but it dies down, having had a good effect in bringing prices down to their normal level. There are ten grocers in this entente cordiale.

To prevent cutting of one another's throat is the acknowledged object, rather than to keep prices at a high level. While it savors of a retail merchants' association, there are no cut and dried rules. It is an entente cordiale rather than an alliance, and like the entente of Europe, it is pliable, but not easily broken.

Most of the farmers know that an understanding exists—at least, they suspect it—and they love to chaff their grocers; but it never brings an admission. The farmer knows there is no use him going around town seeking ridiculously low prices. Thirty years ago, every grocer in town knew the prices of every other grocer. The news was brought in by farmers. It was an everlasting nuisance.

Outside Influences.

If there should be a serious danger in these understandings, a danger of keeping prices too high, it would be overcome to a great extent by merchants in the surrounding towns, who are near enough to have an effect on the trade of Lachute. St. Philippe, for instance, is near enough to the west end (Lachute Mills) to influence the trade of McFaul Bros., general merchants. As soon as they feel that a lower price on any line is justifiable, the matter is gone into thoroughly.

Forty-five Years in One Store.

The entente cordiale has existed for nearly thirty years. Many of the firms have been there for that length of time under various names. William Banford, of William Banford & Son, has been in the one store as clerk and proprietor for forty-five years. Lachute, he maintains, has been fortunate in being able to avoid "throat-cutting."

Some time ago, one of the grocers in Lachute decided in his own mind that he could make a better success by breaking away. He took space in the local newspaper, and announced a cut in certain lines. The fat was in the fire. Every store in town followed, even cutting below the man who had begun the war. This "bloodthirstiness" could never live long in Lachute. Its placid river, and the peacefulness of its main street, cannot be reconciled with price-cutting. The little scrap bore good fruit.

When peace was signed, the lower prices which had prevailed during war time were maintained. This applied particularly to canned goods.

Breeds Good Spirit.

One good effect of this entente is to spread a spirit of camaraderie among the Lachute merchants. They are never backward at visiting one another's stores and asking prices of certain lines.

The following is William Banford's opinion of the arrangement: "Cutting prices makes unnatural competition, and injures all parties. Our plan does not take advantage of the people, but prevents us from cutting one another's throats. Failures are rare in Lachute for this reason. When merchants cut, each is afraid that his neighbor is cutting more than he, and as he knows nothing definite about what the other is doing, he cuts even further. And so it goes on. Sometimes a merchant cuts to one customer and not to another. He tampers in this way with his competitor's patrons. This is impossible here; we would soon hear about it."

It is easy to see how long a deadbeat would live under such a system.

Good Seed Business to be Got

Production Campaign Will Have Effect of Stirring up a Large Number of Back Yards This Year—Merchants Have Fine Opportunity to Add to Their Turnover by Going After This Business—The Place for the Seed Display.

Written by JAMES R. NELSON for Canadian Grocer.

THIS is going to be a garden seed year if ever there was one. If anybody has any doubt about it the reproduction of clippings from a number of Canadian newspapers shown herewith will dispel those doubts. It is evident from the amount of attention being paid to gardening on a small scale that there will be back yards cultivated this year that have been held in contempt in the past. The rake and the hoe are coming into their own again. The vacant lot gardening idea is spreading all over Canada. Even the Dominion Government is boosting it through its "Patriotism and Production" campaign and through its advertising is offering, for the asking, a booklet to any and everybody dealing with the planting and cultivation of seeds.

The Appeal Exemplified.

Here is an appeal by one daily paper to its readers in connection with this gardening idea and it is printed here because it is representative of what is being done by the press in all parts of the country:

"You can share in truly patriotic work by putting that plot of land about your house to some use. It is surprising how much good, wholesome food can be raised on a small piece of land; more surprising still is the healthfulness and real enjoyment that comes from the doing of it.

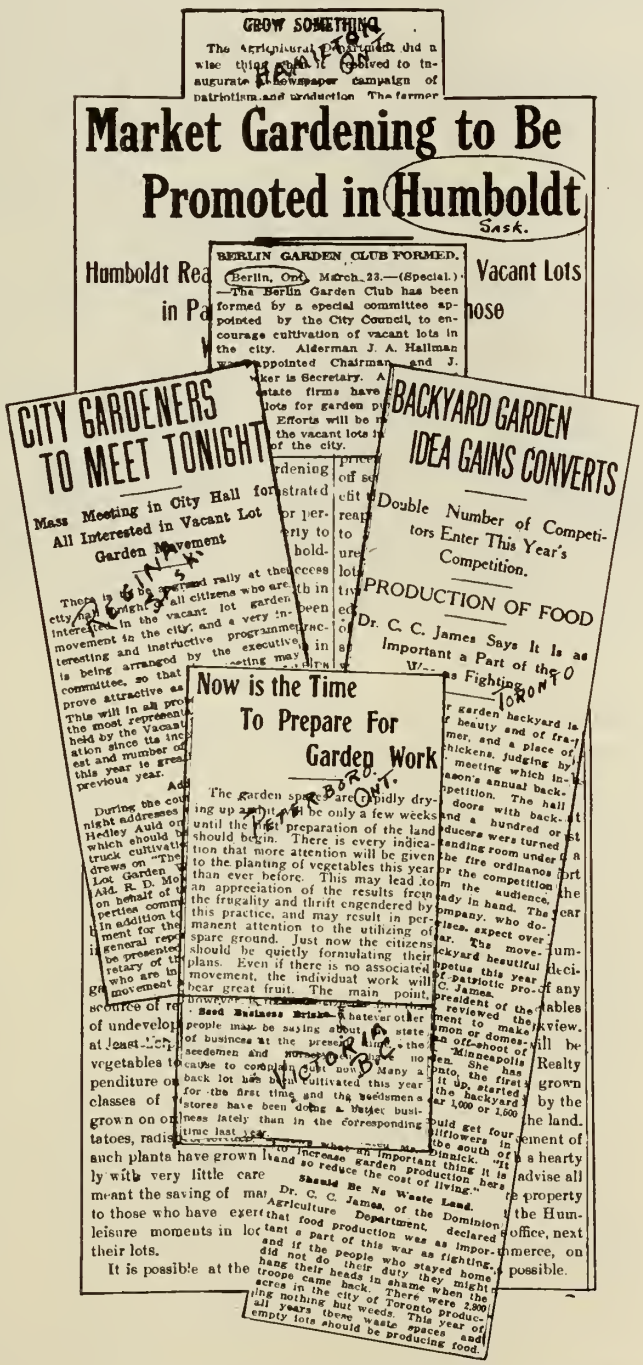
"Elsewhere in this issue is an advertisement issued by the Department of Agriculture at Ottawa, dealing with the importance of every man making productive what land he owns or occupies. The special booklet offered by the department is a well-written, authoritative guide for the gardener, amateur or experienced. It costs nothing whatever—not even a stamp for your request. Every man in Canada should have this book and put it quickly to practical use. The cost of seed sufficient to raise vegetables for a family of five persons all summer and fall, with a generous surplus for pickling, preserving and putting down for winter is not large. The tools are simple and inexpensive. What, then, stands in the way? Nothing but your own inertia, and that you can quickly surmount."

Business for the Retailer.

All this is introductory to the real point of this article. With attention attracted and interest aroused in this fashion there is bound to be big business done in garden seeds this year. It must be remembered that it is not only the grocery stores that handle seeds. Hardware men as well as flour and feed stores carry them in many towns and cities and if the grocer is to get good business from seeds he has got to take the initiative and get after that business. It will not do to keep the display of seeds under the counter or in the warehouse or where they run a chance of being overlooked. This year, if ever, seed displays should be at the front of the store where they will catch the eye of the customer coming and going.

The merchant who has the idea that people will ask for things they want even if they are not in sight, has another think coming.

Every progressive dealer nowadays recognizes the importance of display and the importance of that kind of display that grips and holds the attention. It was back in February that the writer observed a sale of seeds in a retail store. That sale was made because the seed display was right up to the front of the store where every customer could not fail to see it coming and going. Here we are in the middle of April. Seed planting time is upon us and now if ever attractive displays should be made. A window showing a plot of ground measured off into small lots and with a package or two of seeds on each lot, and an entire background of seeds, is a window suggestion that the clerks might easily work out to good advantage. The retailer should, of course, make it a point to stock and sell only good quality seeds as the other variety is dear at any price and one of the worst advertisements a merchant can have.


GROW SOMETHING

Market Gardening to Be Promoted in Humboldt Sask.

BERLIN GARDEN CLUB FORMED.

CITY GARDENERS TO MEET TONIGHT

Mass Meeting in City Hall for All Interested in Vacant Lot Garden Movement

BACKYARD GARDEN IDEA GAINS CONVERTS

Double Number of Competitors Enter This Year's Competition.

PRODUCTION OF FOOD

Dr. C. C. James Says It Is as Important a Part of the ... as Fighting

Now is the Time To Prepare For Garden Work

Group of clippings from Canadian papers illustrating interest being taken in gardening this year.

Why Not a Grocer's Menu Card?

"WHAT shall I have for luncheon?" If one could but hear the frequency with which this and similar questions were put by the busy housewife to herself, he would undoubtedly come to the conclusion that the preparation of the meals in the home was after all no sinecure. It is this great desire for a change from day to day that makes the grocer so prominent an every-day adviser to the heads of so many households.

This page is published for the retailer so that he may be in a position to more quickly assist his customers in the daily menus. Why not have these lists of suggestions printed in circular form with name and address so that a copy may be in the home of every customer? Before going to the printer other goods could be added to each of the columns and the cards could be made suitable to trade differently located in various localities:—

BREAKFAST

Oranges
Grapefruit
Baked Apple
Peaches
Marmalade
Jelly
Jam
Corn Syrup
Cane Syrup
Maple Syrup
Molasses
Cereals
Prepared Cereals
Arrowroot
Bacon
Ham
Eggs
Sausage
Toast
Graham Biscuit
Pancakes
Kippered Herring
Finnan Haddie
Codfish Balls
Tea
Coffee
Cocoa

LUNCHEON

Soups—
- Tomato
- Ox-Tail
- Spaghetti
- Consomme
- Mock Turtle
- Vegetable
- Pea and Bean

Oysters
Pork and Beans
Baked Sweet Potatoes
Cooked Ham
Cold Tongue
Pickled Hock
Johnny Cake
Maple Syrup
Pancakes
Pineapple
Baked Apple
Fancy Biscuits
Lettuce
Banana Salad
Salad Dressing
Olive Oil
Macaroni
Cheese
Tea
Coffee
Lemonade
Ginger Ale
Orangeade

DINNER

Oysters
Soups
Olives
Roast Beef
Roast Pork
Roast Lamb
Chicken
Pork Chops
Lamb Chops
Tenderloin
Fish
Liver and Bacon
Canned Tomatoes
Canned Peas
Canned Corn
Canned Beets
Canned Beans
Macaroni and Cheese
Carrots
Turnips
Cabbage
Vinegar
Celery
Pickles
Ketchup
Meat Sauces
Rice
Tapioca
Sago
Jelly Powder
Corn Starch
Junket
Gelatine
Plum Pudding
Chocolate Pudding
Mince Pie
Apple Pie
Pumpkin Pie
Lemon Pie
Banana Pie

SUPPER

Cooked Ham
Cold Tongue
Pickled Hock
Canned Chicken
Canned Salmon
Canned Lobster
Sardines
Kippered Herring
Poached Egg
Scrambled Egg
Boiled Egg
Egg Sandwich
Lettuce Sandwich
Cheese Sandwich
Fried Cakes
Nut Loaf
Preserved Raspberries
Preserved Strawberries
Preserved Peaches
Preserved Pears
Preserved Huckleberries
Preserved Lawtonberries
Preserved Pineapple
Jellies
Prunes
Peaches
Apricots
Maple Syrup
Sliced Bananas
Sliced Oranges
Chocolate Cake
Jelly Roll
Angel Cake
Gingerbread

Filling the Pantry With Good Things

Aim of an Exclusive Grocery Store in Chesley, Ont., is to Sell Customers Some of the Higher Class Lines—How Such Goods as Custard Powder, Package Peas, Confectionery, etc., Are Sold—A Town Where Business Has Continued Good.

Especially Written for Canadian Grocer.

IN Chesley, Ont., business during the past year has been good. While the furniture factories have not been working to full capacity, they are nevertheless working a good part of the usual time, and employees have just about as much money to spend. At the same time the farmers are in good shape, and as Chesley is surrounded by a splendid farming community, the merchants are worrying little. In addition to that again many of the women folks of the town are earning from $1 to $1.50 and even more a day, sewing pillows and mattresses. The Government gave a large order for these lines to a certain manufacturer, and he has had to sub-let part of it to private individuals in order to have the goods ready on time. This means a great deal to a town of the size of Chesley with some 2,000 population or more. The merchants are receiving considerable benefit from this, as it means more ready money for the women, and they are therefore spending as usual if not more so.

"If the housewife's pantry is to be kept well supplied salesmanship is necessary."

Creating New Business.

S. Bruegeman, a grocer in Chesley, Ont., states that taking all in all, things are mighty good in that town. He appreciates, however, the fact that if a retailer is to get full benefit from customers coming into the store and talking over the telephone, salesmanship must be exercised. He carries this to a considerable extent, and maintains that a great deal of his business is due to this point.

For instance, he always shows a number of the higher priced lines on the counter, and makes considerable sales from these little trims. For example, when the writer called, there were such lines as custard powder in packages, peas for boiling, in packages, etc., on a corner of the counter. "A woman in giving her order," remarked Mr. Bruegeman, "picks up a package of the custard powder, for instance, asks what it is for, how much it is, and she usually buys when she is that much interested. If the article bears any merits she comes again for it, and in that way we sell a great many extra goods during a year." If the pantry of the housewife is to be kept well supplied, salesmanship in this and other ways is absolutely necessary. In fact, if one could look into the kitchens and pantry shelves of his customers, he would in the majority of cases be struck with the number of high-class lines there which he is not selling and which must have been purchased elsewhere. If every retailer took it for granted that every customer was in the market for a certain number of the unusual lines and made it a point to test his belief, he would undoubtedly secure a great deal more business.

This store places much importance on show cards. There are always some of these tacked up above the counter and on display throughout the store. Some of the general show cards read—"A Fair Trial Is All We Ask," "Our Groceries Are Always Fresh," "Small Orders Specially Attended To," etc., etc. The last card mentioned carries with it a rather amusing story. A telephone was sent into the store one day on the strength of this card, for one all-day sucker, and it was delivered.

Valuable Confectionery and Cigar Cases.

Just inside the door is a fine looking confectionery show case, which Mr. Bruegeman says sells a great quantity of confectionery within a year. He also has a cigar show case on top of the main counter. A cigar lighter stands near by, and these two things are responsible for a great many extra sales in a twelvemonth.

"Keep goods under the counter or on the back shelves and they won't sell," is one of the mottoes of this establishment.

Thos. H. Cooper, grocer, Regina, Sask., is succeeded by Cooper and Mooney.

Mollberg Brothers, Limited, general merchants, Valor, Sask., have been incorporated.

C. Thornburn, general merchant, Scotsguard, Sask., is succeeded by Goodman Bros.

Getting the Facts of the Business

Bookkeeping System of a Northern Ontario General Merchant—Counter Checks in Triplicate When Credit Sale is Made—The Account and the Cash Register Do Most of the Work—Outstanding Accounts Known At Any Minute.

Written for Canadian Grocer by W. E. SPROULE, McDougall & Sproule, White River, Ont.

I BELIEVE that every merchant finds it a difficult matter to get a system of bookkeeping that is not too much system, but which will give him the necessary facts about his business. The average general merchant is his own buyer, his own bookkeeper and to a large extent his own clerk—or, at least, one of them—and while many may have excellent systems for looking after their business, these excellent systems are usually two weeks behind, unless they are exceedingly simple.

We have evolved a bookkeeping method, which we have found to be not only practical but not at all burdensome. It is so arranged that it keeps us in touch with our business every day. We know actually at any time, exactly the extent of our outstanding accounts, the amount of goods sold for cash and on credit each day, and the amount of collections on account. It also keeps us closely in touch with cash, and gives us our entire expenses, and it may probably be of some interest to your other readers to know exactly how this system is conducted.

Use Credit and Cash Register..

For our retail accounts, we use the account register and a counter checkbook made with triple sheets, the one on the outside being white, the next yellow and the third pink. The back of the white and yellow sheets are carbon, so that it is not necessary to have to use carbon paper.

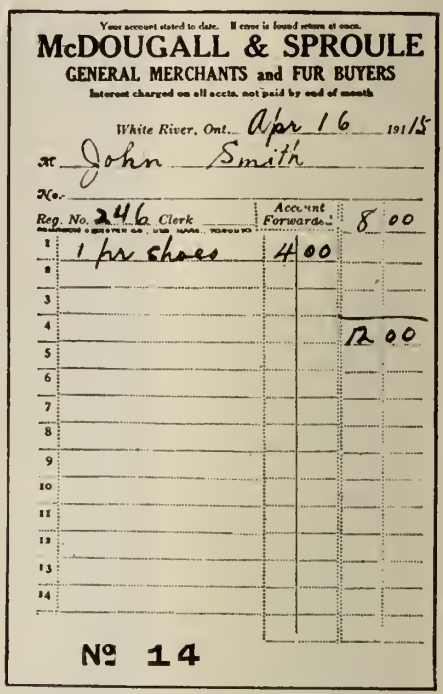
We have also a cash register, which adds separately the cash and charge sales, the amount received on account, and the cash paid out. The cash sales are rung up on this register without a bill being made, while the charge sales are made out as follows: Let us say that John Smith buys a pair of boots for $4, as illustrated on the accompanying counter-check. His old balance of $8 is brought forward from the last purchase he made. The white sheet goes into the account register, the yellow one is filed on a file arranged over the cash register, Smith receives the pink sheet and the sale is rung up as a "charge" on the cash register. You will see, therefore, that the customer has his bill, as well as the total amount of money he owes us. We have a record of that transaction in our account register. We have also a record on the file over the cash register, and that credit sale is also rung into the cash register.

When Money Is Paid on Account.

If a customer pays us money "on account," we give him the YELLOW counter check receipt, put the PINK one in the account register and file the WHITE one on the cash register, and ring in "on account." The idea of this is plain. We can never mistake the transaction as being other than money "received on account."

There is still but one more variety of transaction that can occur between us and a customer, and that is in connection with returned goods. If goods are returned after being charged, the customer gets the WHITE slip, the account register the YELLOW and the PINK is filed on the cash register; but the amount is not rung up in any way but is deducted from the day's credit sales.

After the close of the day's business the counter check slips are taken off the cash register, and totalled to see if they agree with the totals shown by the cash register. That means that the total of the yellow counter check receipts on the file above the cash register—that is, sales of credits—should be equal to the total shown on the cash register tape with the list of the credit sales. It will be easily seen how any error can be readily detected. We can, of course, always discover any errors made in taking in cash from cash sales, and ringing that cash into the register.


Your account stated to date. If error is found return at once.

McDOUGALL & SPROULE

GENERAL MERCHANTS and FUR BUYERS

Interest charged on all accts. not paid by end of month

White River, Ont. Apr 16 1915

Mr. John Smith

No.

Reg. No. 246 Clerk

		Account Forwards	
1	1 prs shoes	4 00	8 00
2			
3			
4			12 00
5			
6			
7			
8			
9			
10			
11			
12			
13			
14			

№ 14

The counter check is made out in triplicate. See explanation in article.

Accounts Always Totalled To-day.

At the end of each day we make out a statement of Outstanding Accounts, as will be seen from one of the illustrations herewith. The unpaid charge sales up to the end of the day before are brought forward from the cash register, and to that amount is added the charge sales of the day, as shown by the cash register. These two items are in turn added together to get the total charge sales up to date. From that is deducted the amount of cash received on account for that day, which of course leaves the unpaid charge sales or outstanding accounts up to date. By this means we know the amount of our outstanding accounts any minute, and we can never be deceived as to what money we have to get after. Ten minutes every evening will suffice to finish up your register bookkeeping and enter everything in the books.

Then at the end of each month, the totals of the accounts in the account re-

OUTSTANDING ACCOUNTS.

Unpaid Charges Sales *Brought Forward*	$1,242|69
Charges Sales To-day—*Add*	25|00
Total	267|69
Rec. on Account To-day—*Subtract*	35|00
Unpaid Charge Sales *to Date*	232|69

Entries like this are made every day, so that total of outstanding accounts is always known.

gister are taken off, and these should agree with the outstanding accounts as shown by this daily statement above referred to. The file we are using on the cash register is simply a piece of wood with four darning needles driven into it, and neatly wired to the top of the register and is not visible to the customer.

This system you will see gives us the correct amount of our credit sales and outstanding accounts at all times. We tried the same system with the duplicate slips instead of triplicates but it was not a success, as we found sometimes a clerk would forget to ring in a credit sale on the cash register, or would ring in cash, and we found it practically impossible to trace this sort of mistake. If an error is made in a slip, the clerk is required to file the whole three slips over the cash register, before we begin to look for the error.

We enclose a sheet of our cash book, which we believe needs no explanation.

Our purchase accounts are handled as follows: We have a merchandise or invoice book, and at the end of the month the amounts of all invoices are entered in this, as well as credit notes, and are posted direct from here to the purchase ledger. We pay all accounts by cheque or draft, and we post direct from the bills payable book and cash book to the ledger. We keep no journal. We have a private ledger for totals from the cash book, etc., and for partners' accounts.

Salaries, freight and express, fuel, etc., are all figured in our expense account. In 1914 we found our expenses totalling 15 per cent. of our turnover, whereas in 1913 the percentage was much smaller. We figure our freight and express as an expense, and do not add it on when marking goods. Of course it is really figured on, but is not actually added on the cost mark. We use an ordinary bills payable book and our invoice book is ruled the same as a journal.

MARKET REPORTS SAVE MONEY.

MacLean Pub. Co.:

Please find enclosed stamp $2 for our subscription to the "Canadian Grocer." You certainly have a good paper, and any one in the grocery business would save many times the subscription price by following the market reports.

PIERCE & CRONK,
Port Rowan, Ontario.

		REGISTER READING		
		Amounts		Totals to Date
Sales Cash	Forward	$200	00	
	To-day	50	00	$250	00
Sales Charge	Forward	600	00	
	To-day	25	00	625	00
Rec'd on Acct.	Forward	260	00	
	To-day	35	00	295	00
Paid Out.		Gen. Ex.		
		Cash Pur.		1	40

This statement shows the reading of the cash register at end of each day in so far as cash sales, charge sales, received on account, and money paid out during the day for general expenses and small cash purchases. McDougall & Sproule begin this statement anew at beginning of each month.

CHEQUES GO OUT EACH MONDAY.

By Nelson Lalonde, Montreal, Que.

Expenses with us amount to about 13½ per cent., including proprietor's salary. Our gross profit is about 18½ per cent. Our expense for premiums is not entered in the above figures, and this amounts to about 1¼ per cent. Our net profit is around 5 per cent., which I take out of the business during the year. We use a cash register to look after cash sales, and cash received on account and cash paid out. At the end of each month, each invoice is entered in the invoice book and the amount owing to each creditor is entered in a bills payable book, with the date when due, and on each Monday of the week I send cheques for what is coming due during the coming week. There are no collectors, no drafts and no notes in connection with my business.

* * *

EMPLOYS CREDIT REGISTER SHEETS.

By C. E. Mattenley, Young, Sask.

We have both a credit and a cash register to assist us in looking after our business. Our expenses amount to about 12 per cent. of the turnover, including salary of the proprietor, and we employ the usual credit register sheets to look after invoices, amount of business done from day to day and per month, etc.

* * *

BELIEVES IN PROMPT SETTLEMENTS.

By Henry & Glackie, St. Catharines, Ont.

To help us follow the course of our business we are using an account register, a cash register, a cash book, debit and credit journal and a stock and freight book. We might say that we have no use for coupons or discounts. At the present time we are conducting our business on something less than 10 per cent. just now, the business outlook and the amount of business being done, regulating to a great extent the amount of our expenses. We file our invoices and pay out our money in less than ten days after receiving the goods.

* * *

FAITH IN THE CASH REGISTER.

By J. Dewar & Son, St. George, N.B.

The loose-leaf monthly account system is our method. We use the cash register for looking after cash sales, cash received on account and all cash paid out. We figure into our expense account such expenses as fuel, light, wages, postage, stationery, new equipment, repairs, etc.

Cash Book

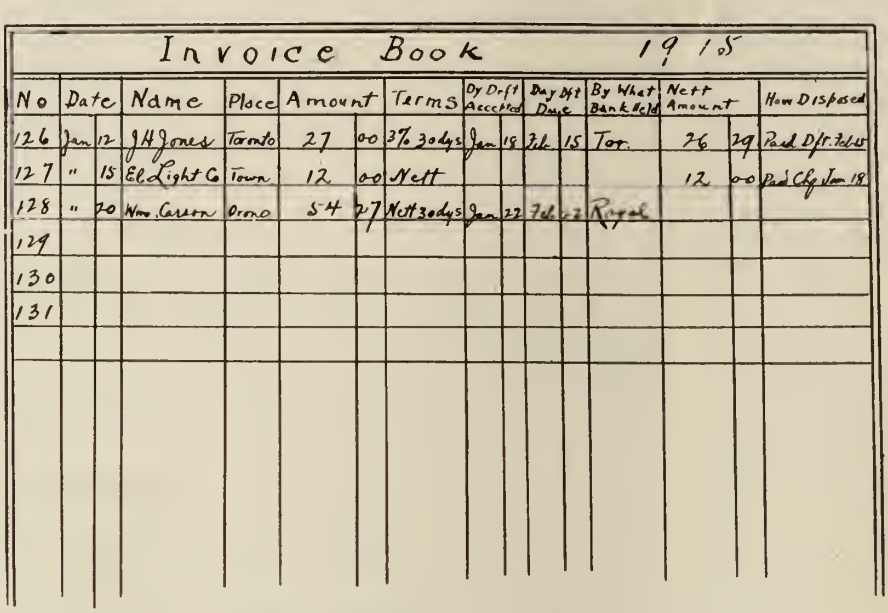
1915		CASH SALES	ACCTS REC'D.	CASH FROM OTHER SOURCES	TOTAL	ACCTS. PAID CASH	B.P. PAID	GEN. EXPENCE	FREIGHT AND EXPRESS	CASH PURCHASES	ACCTS. PAID BANK	DEPOSIT	EXCHANGE
Apr	1												
"	2												
"	3												
"	4												

This is the form used by McDougall & Sproule for looking after cash from day to day. General expenses include salaries, fuel, insurance, light, postage, etc.

Retailers' Views on the Credit Register

The Part it is Playing in the Bookkeeping Systems of Retail Men—They Say it Eliminates the Night Work and Enables the Looking After Accounts to be Accomplished With Least Amount of Trouble.

CANADIAN Grocer editorial men, have during recent years been struck with the large increase in the number of account registers that retailers all over the country have been installing. There have been in fact few pieces of met with more general approval than this credit register that does so much to cut out the long hours which the trade used to spend sending out their weekly and monthly accounts. Retailers realize to-day, that time saved is actual money saved, and this is why they appreciate the short cut register.



Invoice Book 1915

No	Date	Name	Place	Amount	Terms	Dy D-f't Accepted	Day Nt Due	By What Bank Sold	Nett Amount	How Disposed
126	Jan 12	J H Jones	Toronto	27 00	3% 30 dys	Jan 18	Feb 15	Tor.	26 29	Paid D/f. Feb 15
127	" 15	El Light Co	Town	12 00	Nett				12 00	Paid Cfg Jan 18
128	" 20	Wm Carson	Orono	54 27	Nett 30 dys	Jan 22	Feb 22	Royal		
129										
130										
131										

Form of invoice book used by F. H. Brown, Port Hope, Ont.

* * *

A. SITLER, a Palmerston, Ont. grocer, recently installed a credit register. "Before I purchased it," he said to the writer, "I took the matter up with a number of my customers, and told them what I was about to do. The majority thought the idea a splendid one, and I had no difficulty in winning them over. Every time they leave the store now, they have their account checked up in full to the minute. It has certainly been a great relief to me to have no more bookkeeping to do in the way of sending out accounts."

* * *

S. BRUGEMAN, a grocer in Chesley, Ont., is another who would not be without the credit register. "The employees of the furniture factory here," he said, "are paid semi-monthly, and it used to be, that whenever they came in on Saturday night to pay their accounts, I had to stop in the midst of waiting on customers to look up accounts in order to get the money. Invariably there were one or two customers who disputed the amounts of their bills. It was then a matter of having to go over every item since the last pay day. It certainly wasted a lot of our time and patience, when we should have been attending to other customers and selling goods. That has now been all changed. People, too, pay more freely, because they see the exact amount of their account, and the majority of them at least are always anxious that it should not get too high before settlement."

* * *

NOT long ago H. G. Lemon, a Harriston, Ont. grocer, installed a new account register. Inside of a month, he had reduced the outstanding accounts on his books by no less than $700. This he claims practically paid for the register. He finds that it is a great incentive to get his customers to pay their accounts more regularly, and into the bargain it eliminates a great amount of labor every night, and at the end of every month.

* * *

"I HAVE at various times tried several bookkeeping methods," states F. H Brown, Port Hope, Ont. "Prior to my present system, I tried the loose-leaf system which I considered better than anything I had attempted before, but I found I had trouble with the duplicate sometimes. It would be impossible to read, not a fault of the system, but I discarded this for an account register, which in my opinion is the "daddy" system of them all. There is no late night worrying over getting out accounts. The most satisfactory part of it is that your customer knows just as much about his or her account as you do at all times, and therefore cannot dispute it, and at the same time it helps wonderfully to collect accounts. You could not pay me to do without this system. We have also a cash register which we find makes us careful in the making of change.

"My expense account is made up of a great many items such as rent, taxes, heat, light, telephone, postage and stationery, salaries, the upkeep of horses and wagons, harness, feed, advertising, etc. My experience shows that it takes about 13 per cent. of the turnover to pay the expense account, which does not include proprietor's salary.

"The method I use to keep track of my drafts, bills payable, etc., is, it seems to me, a very simple one and one of my own origin. I conceived the idea when I started business. I use a blank book which you can get in any book store for 25 cents. It is eight inches by thirteen inches in dimensions, with nothing but the straight lines ruled on each page. I rule it myself as shown in the accompanying form. The number in the left hand column is also put on the invoices as soon as they are entered in the book, and by a glance at this book, I can always tell just how things are. I find this a very easy method to keep track of invoices, and also to keep tab on the dates due."

HOW MARKET REPORTS MADE SOME MONEY.

A reader writes as follows:—

Dear Sirs,—Your Canadian Grocer is all that you claim for it and more, too. I never miss looking for it on Friday morning mail. Your market reports are valuable with travelers' reports backed up strongly by your paper, I bought 5 tons of sugar last July and August. About three months ago your paper, in speaking of how situation and prospects, used the words, "This is only the first of many advances to follow," which advice I took and governed my buying accordingly. I have pleasure in enclosing my cheque for my subscription, and I certainly think no grocer conducts his business so well that he could not do much better with assistance of your paper.

How Canadian Retailers Keep Books

A Symposium of Methods Gathered by Canadian Grocer From All Parts of Canada—Many Have the Cash and Credit Register, and Many Use the Loose-Leaf System—Special Forms for Keeping Track of Special Accounts.

CASH AND CREDIT REGISTER.

By The Alberta Grocery, Calgary, Alta.

We employ both a cash and a credit register for looking after the bookkeeping in our business. We keep all records of charge accounts in the credit register, and of course the cash register tells us all about our cash received in the various ways. Our expenses, apart from salary, amount to about 8 per cent. of the turnover.

* * *

STOCK BOOK FOR GOODS BOUGHT.

By D. R. Anderson, Sintaluta, Sask.

We employ the loose-leaf system of bookkeeping and have, of course, a cash register to register cash sales, etc. Our over-head expenses total about 15 per cent. of the turn-over, and include salary, light, fuel, insurance, taxes, advertising and sundry expenses. We keep a stock book to look after all incoming merchandise.

* * *

EXPENSES OVER 13 PER CENT.

By Kelly & Young, High River, Alta.

Our overhead expenses are about 13.7 per cent. of the turnover, and that includes salary. This item also includes light, heat, postage, stationery, taxes, rent, telephone, donations and incidentals. Our bookkeeping system is the double entry, loose-leaf, and we also employ a cash register to take care of our daily cash sales. We operate a general store.

* * *

USE THE DOUBLE ENTRY.

By D. Kertzer, Cochrane, Ont.

Our bookkeeping system is the double-entry. We use a cash register for cash sales, and accounts received and small accounts paid. We keep general expenses in our expenses account, and a separate account for salary, wages, light and advertising.

WHAT IS YOUR SYSTEM?

The bookkeeping methods presented here by grocers from practically every province of the Dominion contain much food for thought for every merchant who has not yet perfected to his satisfaction his system for accurately, efficiently and rapidly keeping tab on the details of the business. It is not, of course, to be assumed that there is something in every man's method for everyone. Each reader must study them all carefully, and with the knowledge of his own business in mind, separate the wheat from the chaff in so far as he personally is concerned. Probably you see in your own system something better than what is presented here. If so Canadian Grocer would be glad to hear from you.—The Editor.

KEEP TAB ON CLERKS' WORK.

By Clement & Son, Vegreville, Alta.

We use the cash carrier system in our business. At the end of the line in the business office, every slip is placed to the credit of the salesman making the sale. At the end of the day, from the columns devoted to the sales of each salesman, we ascertain the goods sold by each, the amount of produce taken in, the amount of returned merchandise, etc., and the total of each. This book is balanced every 16 days into an account which gives us a general idea of the turnover, and can be compared at once with the previous month, independent of ledgers, etc. Our expense account is possibly the account we look after with the greatest degree of care. It must bear a proper relation every ten days to the balance of the account above referred to. All stock invoices, etc., are kept in a book marked in departments with freight and express, extension columns, etc. We read with interest the articles in Canadian Grocer store system, but we realize it is hard to work any particular system in detail, because one has to accommodate some of his own particular requirements to any system evolved. In our expenses account all expenses are included such as salaries, light and heat, taxes, insurance, estimated amount of rent, although we own our own store, advertising, miscellaneous expenses, etc. We keep a stock or invoice account, a freight account and a bills payable account.

* * *

AN INVOICE BOOK FORM.

The Star Grocery, Huntsville, Ont.

Our bookkeeping system is the double entry which was worked out by an ex-grocer, who is also an expert accountant. He has handed it down to us. We have been using it now for three years and are well pleased with it. We use the loose-leaf system for our monthly accounts. We use cash carriers to carry the cash from the counter to the office. We keep a grocery expense account for all sundries. In addition to this we charge against the business the following items, which are kept in separate accounts, light, wood, insurance, salaries, advertising, stable and bad debts. I do not charge my business any rent, but charge everything against it which would go against rent if we were paying it. Our expenses in 1914 were 13 per cent. of the turnover, which was 1 per cent. less than the preceding year. This does not include the proprietor's salary. I figure that when the proprietor does so much business outside of the store it

INVOICE BOOK

1915. Date of Invoice.	Firm Name.	Amount	Credits	Disc.	Grocery	When Pd.	Net Am't.
Mar. 25	1. Brown & Co.	$25.05	$6.90	$0.55	$18.15	Jan. 10	$17.60

Sample page of invoice book used by A. E. Ware, of the Star Grocery, Huntsville, Ont.

would be hardly right to charge the business with his salary. I always pay my invoices on the 10th of each month by cheque, payable at par for all accounts up to and including the last day of the previous month. I do not accept drafts. I enclose herewith a form which I use to look after my invoices. Journal entries are made of the totals of each of the columns in this form.

* * *

THE LOOSE-LEAF SYSTEM.

By Otto Hildsbrand, Doaktown, N.B.

Ours is a loose-leaf system for looking after our books. Everything entering into the cost of the operation of the business is included in the expenses account which amounts to about 11 per cent. annually, proprietor's salary included. We use the usual forms for looking after invoices, etc., supplied by a cash register firm.

* * *

COST OF OPERATION ONLY 7½%.

By C. A. Elsey, Campbellville, Ont.

We use a credit register in our business, and have a file for paid and unpaid invoices respectively. Our expenses amount to about 7½ per cent. annually, and include clerk's salary, horses, wagons, etc., insurance, taxes, depreciation of stock, interest on investment, but not proprietor's salary.

* * *

DAY-BOOK AND LEDGER.

By W. H. Brunning, Bond Head, Ont.

We use a day-book and ledger system for looking after our books. Our expenses which are about 12½ per cent. annually, include all money paid out and proprietor's salary. We use an invoice book for following up all invoices.

* * *

ANOTHER LOW EXPENSE.

By C. B. Hamm, Queensboro, Ont.

At the time of writing I have just been in business about eight months, so cannot give you complete figures as to my overhead expenses. However, for the eight months our total expenses were $969.30, including the taking of stock. Whereas the total sales for that time were $11,090.60. From this you will see that our overhead expenses are between 8 and 9 per cent. Included in our expenses are proprietor's salary, paper, paper bags, twine, wood, fuel, lighting, clerk's salary and insurance, etc.

* * *

A SMALL EXPENSE.

By The Young Trading Co., Young, Sask.

Our expenses amount to about 10 per cent. of our turnover, including proprietor's salary. In that account we include gasoline, garage, freight, express and all other incidental expenses to the operation of a retail business. Our cash register keeps us in touch with the amount of cash received and paid out each day.

A BUSINESS DEPARTMENTIZED.

By F. Squire, Havelock, Ont.

We use a cash book and journal and both a credit and a cash register to look after our business. The cash register gives us the amount sold by each clerk, and the total sales. Our expenses amount to about 7¼ per cent., including proprietor's salary. We also keep a full record of all sales and expenses, all money paid out for produce, grain, etc., wages, light, fuel, and forward these reports daily to the head office of J. L. Squire & Sons, in Norwood. This means

HAVELOCK, Jan 16 1915

Daily Report.

Produce	24.90	
Fruit, etc	11.80	
Groceries	46.14	
Flour and Feed	204.20	
Seeds		
Coal		
Total Sales	287.04	
Less Credit	220.54	66.50
Cash on Accounts		10.25
Cash previous day		163.02
Total Cash		239.77
Paid Out	14.10	
Banked		
Cash on hand		225.67
Surplus	1.11	

Wheat 3.00
Butter 4.10
Egg 7.00
$14.10 Paid Out

This form shows how the firm keep track of sales in each department each day of the year.

that a daily report of each and every day's business in the year is made out. I have taken from our records a total day's business, and enclosed it with one of our daily reports, showing exactly how this is made out. This will explain fully our system. You will also see from this report that our business is subdivided into departments. The classification being produce, fruit, etc., groceries, flour and feed, seeds and coal. We have all our records before us at a glance, showing our business in each department since 1891, and you can see that we naturally find this very valuable information in a great many ways.

Any day of any year can be compared in this way with any day of any other year.

DAY-BOOK, JOURNAL AND LEDGER.

By H. J. Thompson, Sharbot Lake, Ont.

We use a bills payable book for drafts, notes, etc., and credit all invoices in the ledger, and we look after our business by means of day-book, ledger and cash register.

* * *

WILL KEEP CARBON OF ALL ORDERS.

By W. O. Webster, Udora, Ont.

We use the loose-leaf ledger for purchase and impersonal accounts, and have only a few select accounts, the bulk of our business being cash. We keep an account of cash transactions in our loose-leaf ledger. Our expenses include freight, insurance, nominal salary to proprietor, lighting, heating, etc. Though we have found it next to impossible to enforce the cash system to the letter, we have nothing but gilt-edged accounts and have eliminated the loss of bad debts. We are at time of writing working on an order book, which we intend to get out with carbon for copying, and all orders will be written on this form, whether letter orders or travellers' orders. * * *

WOULD LIKE TO REDUCE EXPENSES.

By W. F. Hopkins, Islington, Ont.

Our expenses amount to about 12 per cent. on turnover. These include rent, taxes, fuel, insurance on the property and self, electric light, horse expense, wages, living, blacksmith, etc. Our business is mainly cash, the annual turnover being about $15,000 with only about $300 on the books. In my opinion the majority of businesses should be run on a 10 per cent. basis and I would like to know from any of your readers how much help should a business of $15,000 have to stand to run it properly. Last April I moved my old place of business back from the front some 40 feet, and have built on the front a store some 26 feet by 40 feet, and have put in modern bin fixtures. I figure that I have a first-class up-to-date store now. From the last of January, that is, in 1914, up to August, my business increased $1,100. In August we were all complete with our new building, but from then until Dec. 31st, we were $600 less compared with the same time last year. Taking the whole year, we were between $400 and $500 ahead. I would like to know how some of the business men stand with business during the last six months of 1914, as compared with the same period of the preceding year.

I noticed there was a splendid article in a recent issue of Canadian Grocer showing how the Wallace Co. of Lake Valley, Sask., was making a strong bid for the home trade. I have been thinking of making use of the article in a similar way.

System in a Nova Scotia Store

How T. F. Fortune & Sons, of Sydney, Watch the Progress of Business—Outstanding Accounts Known Always and the Quantity of Stock in Hand Approximately—The Invoice Book Form—Overhead Expenses Between 14 and 15 Per Cent.

By T. F. Fortune & Sons, Sydney, N.S.

TO assist us in keeping track of our business, we employ both a credit and cash register. The cash register is of course used to register cash sales, cash received on account, and amounts paid out for small items. We use the credit register for all credit accounts, and this keeps us in touch with the amount of outstanding accounts of the business. Our overhead expenses amount to about 14¾ per cent. on the turnover, including wages, rent, feed and sundry expense for horses, paper bags, water rates, light and heat, postage and stationery, depreciation of fixtures and a few other small items. This expense also includes the proprietor's salary.

We keep a four-column cash book for received on account, cash sales, paid out for merchandise and paid out for sundries. We credit the total cash sales to merchandise account, and charge the total paid out for merchandise to merchandise account, and we use one or two pages of the cash book at the end of the month for entering invoices. We also include bills paid by cheque and charge the total to the merchandise account. By using a monthly account book (the book is ruled for one year), and taking down amounts at the end of each month, we know just how much is outstanding, and we find by adding the amount received on account to the total outstanding for one month, and subtracting the total outstanding for the previous month, we get our credit sales for that particular month. This gives us a complete record of our business every month, and know pretty much our average profit, we can figure in a few minutes about how much stock we have on hand. This gives us the result we are looking for with the least amount of work.

MERCHANDISE.

1914				
Dec.	31	To Sundries, $3,600; to cash, $325	3,925 00	
"		By cash sales, $1,125; by credit sales, $3,070..		4,195 00

The merchandise account as kept by the Fortune Store.

For instance we keep track of our outstanding accounts and credit sales as follows:—

Total outstanding Dec. 31	$3,810.00
Received on account, Dec.	2,985.00
	$6,795.00
Total outstanding Nov. 30	$3,725.00
Credit sales, Dec.	$3,070.00

This form shows outstanding accounts and credit sales at all times. Used by T. F. Fortune & Son, Sydney, N.S.

How Drafts are Listed.

We use a bill book in the usual way for entering drafts and make out a sheet like the accompanying illustration at the end of each month, from the bill book, leaving spaces for drafts likely to come in and mature during the present month. At maturity we transfer the amount to a cheque book stub, and at the end of the month, we total up and credit the lump sum to the bank and charge same amount to bills payable account. We accept all drafts payable at our own bank. We find this to be a very simple method to keep track of our drafts as we can see at a glance what drafts are maturing every day. We use the back of this sheet for drafts falling due in future months. These amounts added together should agree with total of the bills payable account.

INVOICE BOOK. JAN. 1915

2	Smiths, Ltd.	Paid	$205 26
3	Jones & Co.	Paid	130 74
4	C. T. McKay & Co.	Paid	368 54
6	N. T. Ferguson & Co., Ltd.	Paid	284 27
12	Home Mfg. Co.		152 10
15	Griffith & Sons		311 12
22	Bret & Co.		91 60

The style of invoice book used by T. F. Fortune & Son.

CHECKS INVOICES THREE TIMES.

By Shier & Mullin, Collingwood, Ont.

We have the loose-leaf system of bookkeeping, and we have our credit system in such a shape that we can tell in two hours' time, the amount of money we have on our books, and we handle about 300 accounts. We do all our business through a bank, either by draft or cheque, and have three checkings of all our invoices before the draft is accepted or a cheque signed. We also can tell on an average at the first of every month, within from $50 to $100 the amount we have to pay within that month. Our total expenses including salary amount to about 16 per cent. of the selling price, and all items necessary to the cost of doing business are added on to our expense account.

* * *

GET'S WHAT IS LEFT OVER.

By S. P. Goudy, Yarmouth, N.S.

Overhead expenses with us amount to about 10 per cent. annually, not including proprietor's salary. After the expenses are deducted from the profits, the proprietor takes what is left and looks pleasant. My sales are, in fact, nearly always cash.

Makes a Study of Five O'clock Teas

St. Johns, Que., Merchant Takes Advantage of Rivalry Among Classes Who Go In for Social Functions—On the Alert for New Lines—How the Travellers Are Helped.

Written for Canadian Grocer by Quebec Province Representative.

IN every town, even in the very smallest, there is a group of better-class women who hold afternoon teas, to which they invite their most intimate friends. Between them exists a constant rivalry, each vying with the other to have something really nice, exclusive and new.

It is so in St. Johns, Que., and it was W. R. Simpson, proprietor of a small, almost insignificant, corner grocery, who discovered that in these pink teas lay dormant wonderful business possibilities. He made a speeial study of these people, learning their whims and ways as regards afternoon teas.

He discovered that by securing the trade of the leaders of society he could exert a powerful influence on the "lesser lights." Therefore he set about constantly to have something new in his windows and on his counters and shelves. Furthermore, he found that the leaders of society were on the lookout for these specialties, and that when they had found them, and had gathered around the five o'clock festal board, the question of the hour was, "Where did you get that? Isn't it simply delicious?" And the answer came (equal to a half column ad in the local paper)—"At Simpson's."

Uses the Newspapers.

It must not be inferred from the above that Mr. Simpson does not use the local paper. He does. In fact, he depends upon it every week to introduce his new lines to the upper ten. After the ad has done its work, the five o'clock tea does the rest.

These are Mr. Simpson's own words: "The ad in the local newspaper gives the idea. Every town has a few ladies which the rest seem to follow. When one of these enters my store, I show the new line which has been advertised and go to considerable trouble, even opening a can to show what an excellent fruit or vegetable it is. Once sold, the customer advertises it for me. You'd be surprised at the amount I sell once a start is made. That's my advertising."

Catering to this class of trade, the essential thing is to have new goods in the store, but not too many of one line until you are quite sure. Sometimes a line comes on the market which one would think would be a good seller, but which turns out a frost. Hence it is wise to go slow at the start.

Seeking New Lines.

To do this, the groeer in the country cannot stand behind the counter all week. W. R. Simpson makes a weekly trip to Montreal in search of new lines. He watches the trade paper advertisements, and aims to be the first in St. Johns to introduce new goods. Commercial travellers come to him when launching their goods on the market. He was the first grocer in St. Johns to introduce a now well-known biscuit, for which he secured the exclusive rights in the town. Of this biscuit alone he sells 90 tins per year. Biscuits are only one of many lines which play an important role at five o'clock teas. It will be noticed in the photograph that he has a special stand for displaying biscuits. That stand helped his biscuit business enormously.

In With the Travellers.

W. R. Simpson is a grocer who does not bully commercial travellers. Just as he has found civility a great asset when dealing with customers, he has found the same kind of thing to work well with knights of the grip. They appreciate it, and reciprocate. If they see a new line, even though they do not handle it, they will pass the information along.

Then again, he insists on a thorough understanding with travellers regarding his financial standing. He knows grocers who would never enlighten travellers on this point; which was not conducive to smooth business. Mr. Simpson opens his books to the trade, so that they know exactly how he stands. Incidentally, the books are kept in perfect condition. It is work that occupies only a little time every day, and is never allowed to drag.

He clerked in St. Johns for a quarter of a century. Five years ago he opened up in the small store seen in the photograph, handling fancy groceries and fruits. His average yearly turnover has been $25,000. His working capital on going into business was $400.

The Equipment Used.

While the store is small, it is a model of eleanliness and good taste. Lacking modern fixtures, it makes up for these in other ways. His equipment ineludes meat cutter, electrie coffee mill, cash register, and a double aecount register. Mr. Simpson has already prepared plans for more commodious and better equipped premises.

Two corners of the store of W. R. Simpson, St. Johns, Que.

Interior of the A. J. Groom store, Guelph, Ont. Note the attractive canned goods arrangement on the left and the rear. This rear display hides the warehouse door. Fruit is also always prominently shown. Observe, too, the attractive counter displays, which sell many goods.

Results from Good Salesmanship

Tangible Evidence Demonstrating That it Pays to go After Business Above the Actual Demands of Customers—How Herring, Toffee, Jam, Dates, Etc., Were Sold as "Extras"—New Counter Saves Time and Sells Goods.

"TIME saving characteristics of a compact counter," would probably be a heading which would fit into this article as well as any.

A. J. Groom is a grocer on the main street of Guelph, Ont. Mr. Groom, installed a new display counter some eight or ten months ago, and to-day he is enthusiastic over it because of the time it saves himself and his salesmen. "The front of the counter, no doubt, tenders the suggestion to customers," he said, "but the rear is a wonderful time saver. To-day we are stocking some 26 or 27 more lines of goods in the rear of the counter, than we did formerly with the old one. Then we used to have to walk out to the warehouse for these goods, which we now keep right under our elbow. That meant lost time and lost time is waste of money," With evidence like this at their disposal, retailers who are considering the re-equipment of their stores, should certainly pay special attention to the saving of time and the elimination of waste motion.

Mr. Groom and his sales staff are great believers in salesmanship. There is never a day goes by, but customers are sold goods which they had not intended purchasing when they came into the store.

Enlarging the Regular Order.

The week that Canadian Grocer representative was in Guelph, they had a neat little display of canned herring in the window. While this was not elaborate in any way it was sufficient to tender a suggestion to the passer by, and considerable canned herring was sold that week. Their window is a comparatively long one, and is usually divided in two. The other half contained a display of toffee, which in the words of Mr. Groom sold "quite a lot of toffee" that week. One would think too that toffee was a line that few people would care to purchase in times like these. Nevertheless, here is testimony to the contrary. The Groom store has been experiencing a series of splendid sales of this line. Here is an instance, demonstrating what one satisfied customer will do to advertise a particular store. A young man in passing noticed the display of toffee, came in and purchased some. It tasted so good that he recommended it to not only his own family, but to several other friends, and each of them has been coming in of late to buy this toffee.

"One of the best windows we have had recently in so far as selling goods is concerned," remarked the head salesman of the Groom store," was a display of dates in January. These dates arrived too late for Christmas trade, so we decided to put in a window trim of them, and dispose of as many as possible. They were, of course, of an extra fancy character and in a few days we had sold the lot, consisting of seven 20 lb. boxes, and a couple of 40 lb. boxes." This little instance demonstrates not only the selling power of the window, but that the people will purchase luxuries if they are neatly and properly presented to them.

Small, neat looking counter displays are always to be found in this store, and

they would not be there if they didn't sell the goods. Care is exercised in deciding on the lines to place on the counter. They are usually high class foodstuffs, which are not asked for in the general run of business. They are attractive to the eye and always get the attention of the customer who is making her usual purchases. These little trims sell a great many goods in a year. For instance, the day before Canadian Grocer called at this store, a display of six large attractive looking jars of jam were placed across the counter on a small elevation. Before closing time at six o'clock two of these had been sold. Customers dropped in to make their ordinary purchase and noticing the jam, picked up a jar, asked the price and included it in the order—and this occurred just a short time after the display had been placed there. In fact the salesman says it is difficult sometimes to keep the counter displays in order, so much goods are bought for them.

The window displays are changed every week at least, and usually on Friday; one-half of the double window is devoted to an orange display for Friday afternoon and Saturday sales. Mr. Groom makes a specialty of fruit, and on the side of the store opposite the counter, is invariably built up a large number of full boxes of oranges, lemons, grape fruit, apples and other fruits in season. A glance at the picture of the store will demonstrate this.

"Our displays," remarked Mr. Groom, in the course of the conversation, "certainly count for a great many sales of goods. Every time we get a minute or two with a customer, we pick up a special line from the counter or shelf, and suggest it to her, in a diplomatic way, of course. It is certainly surprising the quantities that are moved out in this way. We also suggest these lines over the phone as well, but we do no outside canvassing whatever.

Speaking of business conditions, Mr. Groom stated that so far as he is concerned, he saw very little difference from other years. "Business is keeping up wonderfully well," he said, "in spite of the fact that some factories are not working with their normal staffs. Others, of course, are busy, full time. We do a nice farmers' trade, particularly on Saturday."

Driving Shed as a Business Getter

With This Adjunct to Their Stores Retailers Have Made Good on the Job of Getting the Farm Trade—The Reasons Why—Its Handiness to the Grocery Store Makes It Appeal Strongly to The Farmer.

Written for Canadian Grocer by Staff Representative.

THERE are more ways of killing a cat than by poisoning it. All roads lead to Rome. If you are setting out to reach some object or some place it doesn't matter so much how you go or what method you employ, so long as you get there, and so long as you are not subject to arrest for trespassing. Getting there is the thing.

The consideration of the question of corralling a good share of the farmers' grocery orders reveals many methods. Some simple, some not so simple, but all more or less efficacious. When the writer was in St. Thomas, Ont., and again in Galt, he came across a mighty effective way for the grocer to get and hold the farm and country business. It was the possession by the grocer of a stable for horses right near the store.

R. J. Mackenzie of St. Thomas explained to Canadian Grocer just what a help this stable was, and how he managed it. He has a big livery at the back of the store, roofed in and protected. The farmer can stable his horse there for ten cents. If he wants feed for his horse, he pays an extra 15c for it. The livery is a big one, and capable of accommodating thirty or forty horses and rigs, and every market day it is full.

John Sloan, of Galt, has the same idea, only in his case the livery is not roofed in. It is open to the sky. He makes no charge to the farmer for using it. It pays him, he maintains, as a business resource. In his case about twenty horses and rigs could find room in the livery, which is at the back of the store, and is bounded on one side by the main street in Galt, to which it has exit.

The writer discussed the question of the farmer's paying for stabling his horse. He thought it unnecessary. He pointed out that it was worth while to him to have the farmers come in and leave their conveyanves there, because the grocer that could accommodate a man to that extent was going to get the business. On the other hand, a charge of ten cents isn't going to break a man, and it is questionable whether the hotels would do it for that.

This livery as a business-getter adjunct seems an excellent idea. Take the average farmer coming into town. He has to stable his horse and rig somewhere. He isn't going to drive round the town in it all day. If he can stable it at the grocer's store where he buys his provisions he hasn't got to carry his groceries from the store to the hotel livery—or wherever the livery is—which may be right across the city. In the case of both of these retailers that we are instancing, the livery is behind the store. All the farmer has to do is walk through the store and put his groceries in his rig in the livery at the back—a matter of a walk of a few yards.

Then again, the grocer who has a livery has a chance to push his sales of feed. Horses have to be fed, and the farmer can't get them fed for nothing. The feed end of a grocer's business in a country town might be very considerably enhanced in this way. Of course, some farmers will always bring with them what feed is necessary, but all of them don't do that. The grocer who has a livery stable has naturally a much better chance of selling feed to a farmer who needs it than has the man who has no livery.

Both of the retailers who have the drive-sheds in connection with their stores agree that the method is certainly a good business-getting one. In the case of the St. Thomas grocer, it has certainly proved its worth. He has an exceptionally good farm trade though St. Thomas is not so well placed in this regard as some of the smaller towns. And he says that the livery is the thing that has done it.

It is the same with the Galt retailer. And his farm trade is certainly well worth having.

The whole attitude of the grocer towards the question of farm trade is summed up in this resource. The farmer has to be coaxed. You have to study his convenience, prepare for him, make things comfortable for him, if you would get his orders. And a good way to pursue this policy is to look after his horse. "Love me, love my dog," is very true. The grocer is harping on the right string who seeks to make the farmer's horse comfortable.

Selling Cigars and Tobaccos

This Department Considered So Important by Large Toronto Grocery Firm That It is Placed Just Inside the Door — The Men Are Attracted and They Advertise the Store In Their Homes—Large and Varied Stock Carried.

This is a view of Michie & Co.'s store, Toronto, showing particularly the cigar and tobacco department just inside the door—the men do not like to walk very far for their tobacco and cigars.

THERE has come in recent years a distinct trend towards departmentalism in stores, large and small. For instance the drug stores not only sell drugs, but flowers, candy, cigars, books and such. The hardware store in addition to selling hardware, stocks seeds. Some tobacco stores now are running a men's furnishing department and even a soda fountain. In a number of stores up and down our different cities it is possible to find this trend distinctly marked.

One instance of it applied to the grocery store is to be found in Michie's near the busy corner of King and Yonge streets, Toronto. They have a large self-supporting tobacco and cigar department. A picture of it is reproduced on this page. The first thing to notice about it is that it is located at the front of the store. The ordinary groceries and so forth are further down. The first thing the customer encounters when he walks in is the cigar and tobacco department. Men will not walk the length of the store for cigars and tobaccos . They buy near the door. For some time this store has sold cigars by the box—in fact for twenty-five years—but a couple of years ago they conceived the idea of making a regular department out of their tobacco business, and it is now possible to buy not only by the box but by the package where tobacco is concerned and by single cigars where cigars are concerned. Cigarettes are sold, too.

In an interview with Mr. Stone, the general manager of the company, he discussed with Canadian Grocer, the success or otherwise of the tobacco department, not only in his own store, but as a general principle applied to other grocery stores, large and small. It enabled the writer to look somewhat closely into the general business of the tobacco and cigar department. So far as cigars are concerned the stock carried is enormous. And all of them are good cigars.

In the case of cigarettes this is even more true. In this store—as in even no exclusive cigar and tobacco stores in Toronto—a very wide range and choice in high class cigarettes is carried. It is possible here to buy all sorts of cigarettes; indeed the range is as wide and as full as an ordinary Bond street shop in London, Eng. The aim, ever since this department was started, has been to make it essentially a high class department. The best only are sold.

Carry a Big Stock.

This of course enters very largely into the question of stock carried and running expenses. Selling cigarettes at 40c for ten must be an expensive business and require a good deal of thought and favorable circumstances to make it pay. In order to get the best duty possible on such a line of cigarettes, a matter of 10,000 or more must be imported. Importing 10,000 of one sort at a price which retail at 40c for 10 necessitates an expenditure of some dollars, and when

it is remembered that this is done not only in the case of one brand but in the case of many, the expense incurred in stock outlay becomes very considerable. The same applies, of course, in the case of cigars, in as much as the stock carried —as has been noted — is exceptionally high class.

The department is undoubtedly helped by a half share in the front window well trimmed and displaying as many conceivable lines of high class cigarettes and cigars as possible. Moreover, there is built under the stairs a little way from the department a big humidor vault in which the large stock carried is kept, and kept in good condition.

Why It Pays.

Canadian Grocer discussed the reason why this cigar and tobacco department paid. The first reason assigned by Mr. Stone was the fact of location. This store is located practically at the corner of King and Yonge streets in Toronto—the banking section and the busiest corner in the city, and certainly one of the busiest in Canada. Moreover, it is a corner where most hours of the day three times as many men as women are passing. The first reason why this department is successful is that it is continually in the view of business men, men who have more or less money to spend and who are willing to spend it on high-class stuff. They pass by, see the display in the window, or know beforehand that they can get what they want in the store and every day there is a big trade from passers-by.

Then too, the store in which this department is located, is an old-established one, has been on the same site for twenty-five years, and is well known. That undoubtedly has its effect. Men know that this store is there, have seen it there for years and passing by every day the fact of the new department becomes impressed upon them. An equally cogent reason for the success of the department is the fact that it caters—during some months of the year at least—to United States visitors' trade. In the United States it is a customary thing for grocery stores to sell cigars and so forth. It is not so in Canada as yet, though the indications are that it will be, but many Americans traveling through the city, who want a cigar would naturally—because of their own custom at home—go into a grocery store for it, if they did not go into an exclusive cigar store. This department is therefore depending partially for its success upon habit. In Mr. Stone's opinion, the fact that a number of United States visitors in the summer walk into the store and buy cigars there just as naturally as they would do at home, is a reason for the success of the department.

Getting the Male Interest.

The question of results is important. The first result of having a department of this kind in a grocery store is that the men are interested on their own account. If they are interested in grocery stores, otherwise, it is on account of their women folk. The cigar department has a direct appeal to the men. There is a good deal of haphazard buying. A man wants a cigar or a box of cigarettes or a packet of tobacco and walks in and buys it. But there is in addition a regular custom either from the fact that men have bought cigars there by the box for 25 years now, or else because where the women buy, to a certain extent, influences where the men buy, when they can get what they want there too.

One undoubted result of this department in a grocery store is that men going in there to buy cigars, tobacco or cigarettes happen to see something in the way of groceries, which would interest their wives, go home and say so. Thus a cigar department undoubtedly—in Mr. Stone's opinion—benefits the general grocery business.

Or again, a man may go in there for a cigar and his eye happen to catch something else in the grocery line or candy line — the confectionery department is next to the tobacco and cigar — that would interest his wife and he buys it then and there. In this case, at any rate not only does this department pay for itself as a department but its influence on general buying is of undoubted assistance to the rest of the departments in the store.

Is It Practicable Anywhere?

Would this idea of a cigar department on a large scale in a grocery store be practicable in any and every location and in any and every town? Mr. Stone's answer to that is "No." The big factor in the success of this particular department is the fact of its location. It is not possible to get a location like this in every city—and it is not possible for a man in a street out of the city where men are not passing all the time to install such a department and make it pay. On the other hand some of our smaller towns and cities like Woodstock, St. Thomas, Niagara and so forth, would stand a big grocery store with a department of this kind and have a paying proposition if the store were located in the business section. A department, of course, on a smaller scale with a show case which could be easily seen by the men from the street would, if the interior is attractive, produce good results. It could not be done on such a scale as this cigar department to which we are referring, but some sort of adaptation of it would be practicable. It surely would be possible to get a very fair business in a good business and banking location—and even in smaller places—in cigars, cigarettes and tobacco without carrying a very huge stock. At any rate be that as it may be the Michie Co. in Toronto have found the installation of this department a success.

NEW LIFE IN THE DEPARTMENTS.

(Continued from page 71.)

business, especially where a store is situated in a district which is scattered. The clerk who attends to the phone and confectionery counter, when asked for his opinion of this end of the business, stated that the phone had been a great help to him in the sale of cake. A good line was necessary, he said, and once the people became convinced that the quality was good, they were not afraid to order on the phone. Bulk chocolates, he said, were also well adapted to selling on the telephone.

Such effective use of the phone has only been made within the past year. There was a time when if a customer in Montreal West (which is a number of miles away), ordered a parcel on the phone, a clerk would inform a number of other customers that the delivery wagon would be out there, and could bring their order at the same time if they were in need of anything. It was later found practicable to make deliveries on Tuesday, Thursday and Saturday. Before the wagon leaves, every customer in Montreal West is called up on the phone, and her order taken.

Fish Department Boosted Too.

Another department which has taken on a new lease of life lately is the fish and poultry section, which also has a special man in charge.

Cut flowers, and flowers in pots, is a line recently introduced. It was commenced at first to help out a customer, but it gives a good margin, and beautifies the place.

THE EGGS WERE BAD.

Seven of the men connected with the Western Egg Yolk Company and the Excelsior Baking Company, so-called, of New Jersey, who were convicted of conspiracy to violate the Food and Drugs Act in the interstate shipment of rotten eggs, have been sentenced in the Federal Court at Trenton, New Jersey, to terms in prison ranging from three months to a year and a day.

Some of the defendants, it was proved, were doing business under the name Western Egg Yolk Company, and others under the name of the Excelsior Baking Company for the purpose of purchasing eggs which had been condemned and denatured in New York.

The Future of Tea Prices

The Combination of Circumstances That Have United to Force Up the Market—Russia Playing in the Major Key Since the Ostracism of Vodka—World Consumption on The Increase—No Lower Prices Looked For.

Written for Canadian Grocer by E. A. HUGHES.

THE price of tea at the London and Colombo auctions since 1879 is higher than it has been. Will it be lower again after the war? We think not. And following are some of the reasons why:

First of all, consider the premises. The lowest grade of teas in London are selling at auction around eleven pence a pound; that is, the grades that some months ago sold for eight pence and nine pence, and in Sept. last at 7d. Indian and Ceylon teas are costing from eight to ten cents a pound more now than they did a year ago. These increases have been natural, that is to say, they have been relevant to the question of consumption. The advances from week to week in the price of teas, now a farthing, now a cent, have been consequent, for the most part, upon increased consumption. War risks, lack of proper freights, extra warehouse charges, loss of time in trans-shipment—all these have helped to boost prices, but the main reason for to-day's higher levels is **increased consumption.**

Production and Consumption.

The world's total production of tea is somewhere in the neighborhood of twelve hundred million pounds annually —in figures, 1,200,000,000. If anything that underestimates it. In 1913, the total consumption of tea in Great Britain was 305,000,000 pounds. The amount last year, which we are not able to give in actual figures, is said by authorities to be ahead of the 1913 level. That is, Great Britain consumes herself one-quarter of all teas grown.

Tea in the United States is being drunk more and more. At any rate, the imports year by year show an increase. The population may be taken roughly at 100,000,000. The tea-drinking is said to be one pound per capita per annum. That accounts for another 100,000,000. This is a conservative estimate.

Canada in the year ending March 31, 1914—which is the last record yet made public in this regard—imported 37,628,322 pounds of tea. This is slightly lower than the record of the previous year, but it is five million pounds ahead of five years ago.

The imports into Great Britain show an increase year after year. It is a far cry from 1703, when 100,000 pounds of tea were imported into Great Britain, to 1915 when something like 325,000,000 pounds came into the country. And while the imports into the United States do not keep pace in growth with the growth in population, the imports each year are higher than in that preceding.

Australia, which has for so long held first place in the matter of per capita consumption, imports approximately 40,000,000 pounds of tea per annum. This, if anything, is below rather than above the mark. And each year beats the record of the one that went before.

Reports of increased sales come from the continental countries. Germany, some four or five years ago, began to drink tea much more generally. France, Holland, Sweden and Norway and Austria have year by year, up to the outbreak of the war, consistently increased their consumption of tea.

ABOUT 4½ POUNDS PER CAPITA.

The Imports of Tea into Canada for five years as shown by the Dominion Government Blue-Books were:

1908-1909—32,529,679
1909-1910—33,178,366
1910-1911—34,259,053
1911-1912—38,402,110
1912-1913—40,296,055
1913-1914—37,628,322

The fiscal year of 1914-1915 *has only recently just ended and figures are not yet available.*

The increase in consumption of tea the world over, therefore, is undoubted. It would have been there without any causes extraordinary. It was coming in a quite natural way. Before the war broke out tea consumption was increasing year by year, and that—so far as the last five or six years are concerned —at a much greater rate than theretofore.

We come now to causes of increased tea-drinking that may be called extraordinary. The first in importance is the enormous amount of tea which is being drunk in Russia. The New York Journal of Commerce in a recent issue said that it was undoubted that the heavy buying on the part of Russia of Indian and Ceylon teas had caused abnormal prices. The thing stands to reason. The Russian can no longer drink his vodka. Tea has been becoming more and more a familiar thing to him for some years. He knows it to be a stimulant. When his vodka is cut off, he turns to tea. The opinion is freely expressed that Russia's consumption of tea this year will be one hundred per cent. greater than last year. We saw a letter the other day from a prominent teaman of Calcutta. In part it ran:

"We should see a really wonderful market next season, with prices higher than ever, as the Russians will probably want fully 50 to 60 million lbs. from India, against 26 millions obtained this season.

"You can form an idea of what the present prices for tea would be in London if Russia had been able to get about 46,000,000 lbs. from Calcutta this season instead of 26,000,000.

"As I write, the Russians are hunting this market high and low for any first, second or third-hand teas, so desperately short are they of what they require.

"The situation is the same elsewhere, for Bombay and Persia can have practically no stock at all. We shall open here in June next with a booming market."

This increase in the universality of tea-drinking in Russia has come to stay, or at any rate a considerable portion of it has. After the war, if even vodka is sold again—and with the present orgy of temperance sentiment, this is problematical—there will be a great many people who will drink tea. Having cultivated a taste for it, they will keep it up. We must remember that Russia has been getting a greater and greater tea-drinker for some time before the propensity received the spur of something more or less like necessity. A certain amount, we think a large amount, of the increase will remain after the necessity has disappeared.

Consider what this means. Russian buyers are the admitted purchasers of the finest qualities of tea. Ceylon teas

will thus have a widely extended custom.

And Another Big Factor.

Equal to the increased Russian demand in its importance is the factor of the soldier drinking tea in the trenches. The Kaiser (we apologize for quoting him) once said that if his soldiers were fighting he would give them hot tea as a stimulant. We don't know if this is being done, but we do know that the troops of the Allied Armies are being kept warm and comfortable and cheery to a very large extent by tea. Taking them altogether, there must be some millions of men at the front and the tea required to fill their aggregate wants must be considerable. And a certain percentage of it must be extra. If the average Tommy were at home he would not drink as much tea as he is drinking now. One of the Canadian Contingent writing to Toronto says that tea is displacing beer at Salisbury, and mentions that he himself "often drinks eleven cups a day and sometimes two more befor closing time."

The important point is the after-result. It is the same as in the case of Russia. A certain percentage, and in all probability a high percentage, of the Rusians and of the soldiers who are consuming large quantities of tea at present will get the habit to an inordinate degree, and keep on drinking tea, even though the circumstances under which they started are removed.

There is one other point that is interesting and not a little significant. Tea drinking has remained in fashion for many years in England. It is coming into fashion here on this continent. The fad has made great headway this last year or two in New York and American cities. Drinking tea has become as fashionable as reading Omar Khayam or "slumming" once were, but there is this difference—it will stay, whereas they didn't.

It seems to us that high as prices are, they will not come down after the war. The big outstanding fact is that consumption has increased altogether abnormally, and that production cannot increase to the same degree, at any rate, not for some time. Teas after the war will remain at their present levels.

Increasing Butter and Egg Quality

How a General Merchant Urges the Farmers to Be More Careful With These Lines, and Offers Them More Money for Better Butter and Good Eggs—Sends Out Instructions and at the Same Time Advertises His Goods.

GROCERS and general merchants who are interested in the production of better butter and better eggs will find much of value in this letter. It was sent out to the farmer customers of the store of A. B. Carscallen & Co., Tamworth, Ont., and was designed with the express purpose of placing the egg and butter business of the community on a high quality basis. Incidentally it will be observed in reading the circular, that goods of the firm are judiciously advertised. Note the reference to sale in the making of the butter. The letter reads as follows:

Tamworth, March 17, 1915.

Mr. R. H. Caswell,
Tamworth.

Dear Sir:

The present crisis, through which we are passing, is unprecedented in the history of the world.

Every man, woman and child has a duty to perform in this great fight for justice, freedom and liberty. We cannot all go to the front and fight, but we, who remain behind, can assist the great nation of which we form a part, by contributing of our means, skill and labor, in an earnest endeavor to produce the best, and greatest quantity possible of the products necessary to feed and equip the vast armies which are fighting for our liberties.

The present war will do more to advertise the products of Canada in foreign markets than all the money the Government has spent in the past ten years. Our future prosperity depends largely upon the quality of the goods we produce. If we adopt as our motto—perfection—the stability of our market will be established for all time to come.

Advertises His Salt at Same Time.

The principal exports of Sheffield are cattle, hogs, cheese, butter, eggs and poultry. The exports which we, as dealers, are directly interested in, are butter, eggs and poultry. With your co-operation we feel satisfied that we can increase your revenue for these products from 10 to 20 per cent. Probably the greatest increase can be shown in butter. We intend to start our campaign by offering 2c per lb. extra for all butter that mersures up to the following specifications:

I. Salted moderately with fine dairy salt that we have in 50-lb. sacks, put up specially for butter.

II. All water and buttermilk worked out.

III. Made up in oblong prints weighing 16 ounces.

IV. Wrapped in a special brand of butter paper furnished by us.

Large shapeless rolls of butter frosted over with coarse salt, even though the quality be good, will not bring the top price.

Savy butter made from cream kept too long, and scalded butter not wanted.

Good Prices for Good Eggs.

As soon as the egg market is settled, we will put up our egg boards, and keep you posted as to prices. It is our wish to pay the highest price going for fresh eggs. In order to enable us to do this, you will have to assist us by gathering your eggs every day, and by marketing them at least once a week, and by bringing us only clean fresh eggs. Half a dozen stale, dirty or grass-stained eggs will spoil the appearance and reduce the value of a whole case.

If you honestly and conscientiously assist us, we feel assured that we can materially advance your interests as well as our own.

We invite you to call and inspect our new stock of spring goods. We have this year added to our stock of wallpaper a number of lines of ingrain paper. We also have a full line of Sherman-Williams paints, an extensive range of art blinds, art muslins, cretonnes, curtainettes, lace curtains, linoleums and floor oilcloth; in fact, everything necessary to renovate the home in housecleaning time. Our prints, ginghams, rock fast drills, galateas, shirtings, cottonades, tickings, and in fact all cotton goods are extremely good values this spring. We can sell you better cotton for 8c than you could buy for 10c last year.

We have a full range of McCready's and Empress boots and shoes for spring; also a complete range of gents' furnishings, from a pair of 10c sox to 20th Century tailored suits, ranging in price from $15 to $30.

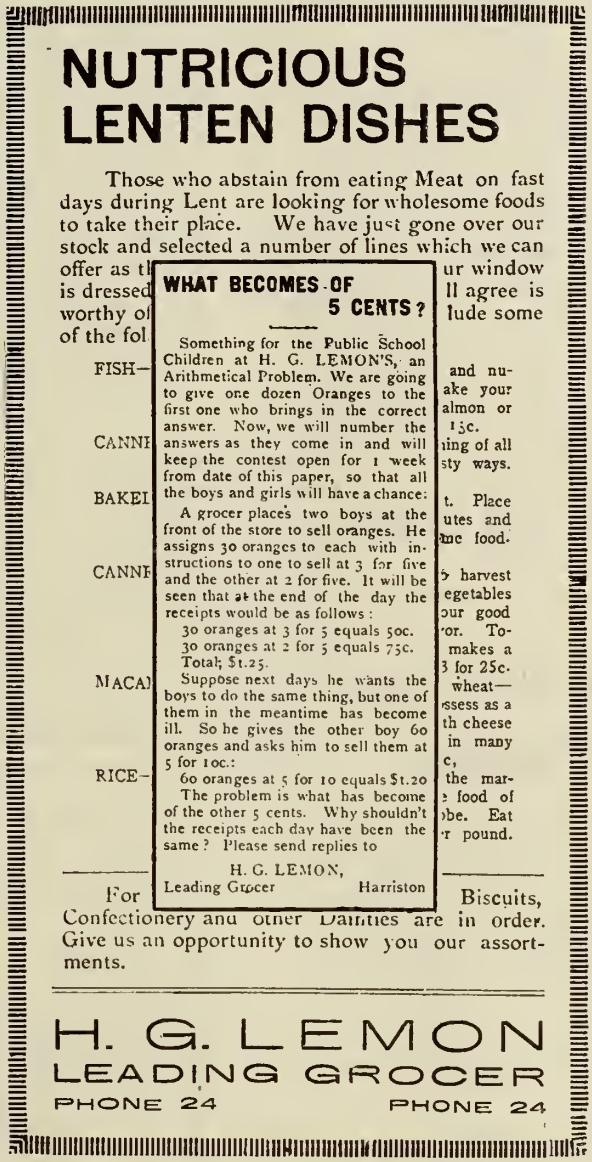
(Continued on provision page.)

Makes the Ad. Reach the Farmer

Harriston, Ont., Dealer Gets Good Business Through the Newspapers—Example of Power of Salesmanship and Knowledge of the Goods—Counter Space Not Wasted—Contests for the Young Folk.

"I AM a firm believer in newspaper advertising," replied H. G. Lemon, a grocer of Harriston, Ont., in reply to a question as to how the interest and attention of the townspeople and farmers were secured. "Advertising keeps one's name continually before the public," he added, "and I know we get a great many inquiries to our advertisements." He is one of the many grocers throughout Canada who is watching Canadian Grocer's ad-writing suggestions, and, as shown in the accompanying cut, he is taking advantage of it. He claims the farmers read his advertisements, and they frequently buy from them.

The Lemon store is, too, a great believer in salesmanship, and there is never a time when there are not samples of various lines of goods on the counter. These are usually luxuries or semi-luxuries, which in the course of ordinary events would not be asked for. The day Canadian Grocer representative visited the store, Mr. Lemon was showing some cans of a new line of vegetables. This was a product composed of different kinds of vegetables which could be used either for making soup or as a vegetable itself. Customers of the store had never seen the line before, or heard of it, yet many sales were being made. They would pick up a can of the vegetable and ask what it was. This gave the desired opening, and an explanation based on a thorough knowledge of the goods usually finished the sale. To know more about the line, Mr. Lemon took a tin home and tried it on his own table. This gave him all the more confidence when it came to explaining it to his customers and recommending it to them.


NUTRICIOUS LENTEN DISHES
Those who abstain from eating Meat on fast days during Lent are looking for wholesome foods to take their place. We have just gone over our stock and selected a number of lines which we can offer as t
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WHAT BECOMES OF 5 CENTS?
Something for the Public School Children at H. G. LEMON'S, an Arithmetical Problem. We are going to give one dozen Oranges to the first one who brings in the correct answer. Now, we will number the answers as they come in and will keep the contest open for 1 week from date of this paper, so that all the boys and girls will have a chance:
A grocer places two boys at the front of the store to sell oranges. He assigns 30 oranges to each with instructions to one to sell at 3 for five and the other at 2 for five. It will be seen that at the end of the day the receipts would be as follows:
30 oranges at 3 for 5 equals 50c.
30 oranges at 2 for 5 equals 75c.
Total, $1.25.
Suppose next days he wants the boys to do the same thing, but one of them in the meantime has become ill. So he gives the other boy 60 oranges and asks him to sell them at 5 for 10c.:
60 oranges at 5 for 10 equals $1.20
The problem is what has become of the other 5 cents. Why shouldn't the receipts each day have been the same? Please send replies to
H. G. LEMON,
Leading Grocer Harriston
For
Biscuits,
Confectionery and other Dainties are in order. Give us an opportunity to show you our assortments.
H. G. LEMON
LEADING GROCER
PHONE 24 PHONE 24

This illustration demonstrates the use being made of the service Canadian Grocer is rendering its readers. It also shows how this grocer is attracting the attention of the farm and town trade.

Fish a Good Seller.

During the cold weather months a feature is made of fish. Every day a neat display of fish is placed outside the store, so that it acts as a continual reminder to the passers-by. "We sell a great many fish in a year," remarked Mr. Lemon, "due almost entirely to that display."

Window displays form still another method for getting after business here. A feature is made of oranges when they are at their best. Usually on Thursday night an attractive trim is made for Friday and Saturday, and these trims sell a great quantity of fruit. Merchants in Harriston appreciate the fact that the more the farmers come to town the more business will they do. One of the chief methods there for bringing about this condition is a monthly horse sale. This sale is extensively advertised, posters being sent to all the large buyers in Western Ontario, and in a single day often a great many horses change hands. This necessarily brings the farmers to town, a great many of whom simply come to see the horses and the prices, and incidentally the retailers do more trade. The merchants interest themselves in this monthly sale, and it is largely through their endeavors that it has become established.

Why Business is Good.

So far as Mr. Lemon is concerned, business is just about as good as ever, the war and the temporary depression elsewhere having had no effect so far on trade there. He believes this is due chiefly to the reason that the farmers have just as much money as usual, and, of course, more than they had some years ago on account of the advances in the prices of their products since that time. Little grain is marketed in the vicinity of Harriston, the farmers going in for live stock chiefly. Industries of the town have, too, not been seriously affected, so that the merchants of Harriston have little to complain of. Mr. Lemon has been in business for some thirteen years, and is, of course, well acquainted with the methods of the people of the community and with the requirements of the farmer. This experience, one can easily see, stands him in good stead at a time like the present.

To create a little extra advertising for the store and to get in new business, Mr. Lemon often puts on some little contest to interest the young folks, and incidentally the old. He will, for instance, cover the floor of the window with oranges and give away a dozen to the one who guesses nearest the right number. He has had a similar contest with eggs, and recently took advantage of the question re the oranges which appeared in Canadian Grocer to further interest the children. He ran this in the local paper offering to the first school pupil who correctly stated where the 5c had gone to a dozen of oranges.

All this tends to get the store talked about—and favorably too—and the more good general publicity the retailer secures the better will it be for the business. And the young folks are good dispensers of publicity, good or bad.

Tasty Lenten Dishes

The family that dislikes meat during Lent will find in our stores many wholesome foods as substitutes.

Finnan Haddie, 2 lbs. ... 25c
Smoked Salmon, 5 lbs. ... 25c
Smoked Cod, 2 lbs. ... 25c
Kippers, 5 lbs. ... 25c
Eastern Herring, large and fat, each ... 5c
Salted Salmon, 5 lbs. ... 25c
Canned Salmon, Sockeye, 1-lb. tins ... 20c
Spring Salmon, ½-lb. tins, two for ... 25c
Canned Salmon, Pinks, ½-lb. tins, 5 tins for ... 25c
Mackerel in Tomato Sauce, per tin ... 10c
Sardines in oil, 3 tins ... 25c
Canned Crab, per tin ... 25c
Canned Shrimps, tin 20c, 35c
Corn Oysters, 2 tins ... 25c
Lobster tins special ... 20c
Local New Laid Eggs, doz. 30c

Model Grocery

MATHESON & JACOBSON.

308 Sixth St., Phone 1091-2.
East Burnaby Branch, Second St. and Fifteenth Ave.
Phone 598.

Edmonds Branch, Gray Block, Phone 31611.

Phone Your Grocery Orders to 26

THE NEW STORE

OUR AIM: Fresh Goods, Right Prices, Good Service.

One Hundred Million Tins of Canned Foods Consumed in Canada Every Year

WHY? Because they are recognized the country over to be sanitary, easily prepared, wholesome and nutritious foods—because the busy housewife finds them one of the best foods that can be placed on the table. Practically, every household now consumes several cases of canned foods every season. Why not then buy them by the case? They are always handy and ready for any emergency and there is absolutely no waste—and you save money buying them that way. All are Canadian-made goods.

CANNED TOMATOES—Best brands only—steaming hot plate makes a good meal in itself, and they are ever ready for luncheon and dinner. 2 for 25c and 15c straight; per case of 24 tins, $2.75, $3.00 and $3.25.

CANNED PEAS—We would recommend the 5oer grades of peas—they are smaller and more tender than the others, because they are picked when younger and sweeter. Ever try them in the center of a dish of mashed potatoes? Nothing nicer. 10c, 15c, 2 for 25c; per case, $2.25 to $2.60.

CANNED CORN—This corn is just as tender and sweet as the day it was canned. A tasty vegetable with any kind of meat, and, like the others, can be prepared for the table in a few minutes. 10c, and 2 for 25c, per case, $2.25 to $2.75.

SALMON—The Sockeye is the best salmon packed in British Columbia—the color is bright and the flavor very fine. Salmon is packed in the most sanitary surroundings, and is one of the most nutritious foods available. 35c, 2 for 35c. Other grades are cheaper.

FORK AND BEANS—Here is a food that has gained a wide reputation for nutrition. Our brands are packed with the finest beans in tomato sauce and flavored with pork. A tin to suit any sized family, from 10c up to 15c, 2 for 25c

FRUITS IN TINS AND GLASS, AND MARMALADES—Is the home supply getting low? If so we can supply you with splendid substitutes. Fruits of all kinds made by reputable manufacturers. Peaches from 10c to 25c, and in glass jars you can use again at from 25c to 30c. Marmalade 30c a pint jar.

CONDENSED MILK—Every housewife should have a supply of condensed milk in the cellar. There is no purer form, and it is always ready for household use and in case of emergency. Per tin from 10c, or $

Don't forget to Order Your Canned Goods by the Case. It Saves You Money

D. H. Moor

PHONE 26

Marmalade Time

February is the big Marmalade month. Now is the time when the bitter oranges so necessary for the making of fine

ORANGE MARMALADE

are at their best. We expect some choice fruit this week. Order your Marmalade supplies from this list and ask for our orange slicer.

BITTER ORANGES—Fine and beautifully colored fruit direct from Seville in Spain... 30c per dozen

SWEET ORANGES—These are necessary to give the proper flavor to your Marmalade. Large juicy Navels at... 40 and 50c dozen

LEMONS—A dash of lemon juice to a pot of marmalade is recommended by many house... A fresh supply just in... 25c per dozen

If you are not satisfied with the recipe you have been using we have one which is being used by a great many of our customers. You may have it on request.

The Star Grocery

L. H. WARE, Proprietor.

Nutritious Lenten Dishes

For those who abstain from eating meats on Fast Days during the Lenten Season.

Fish

SALMON—Nabob, tin 25c
SALMON—Knight Brand, Nice Salmon, Tin ... 20c
SALMON—Western Brand, 1 Pink Salmon 2 for 25c
SARDINES—Domestic, 4 tins 25c
SARDINES—Canaree Brand, 4 tins for 25c
SARDINES—Super 2 for 35c
Sardines are finest Norwegian fillets in pure oil.
Oscar Sardines 2 for 15c
HERRING—In fresh packed in tins for in Salmon each 20c
HERRING—In 2-lb. Boxes, ea. 40c
CLAMS, wet or dry 20c
OYSTERS
LOBSTER

Butter

COLD SPRING Dairy Butter, 3 pounds for ... $1.00
FRESH EGGS 35c doz
BUCKWHEAT FLOUR, Red Ribbon Brand 5c
PEACHES BRAND Buckwheat Flour ... 40c
MAPLE SYRUP (pure), Per Bottle 60c
APPLES ORANGES
BANANAS LEMONS
FRESH RHUBARB. Per lb 15c

Phone Us Your Orders

D. Campbell
GROCER

Phone Three Oh!

A Tasty Change For the Table

Are you getting tired of meals? Wouldn't you like a change for a while? If so, then call and see us and let us show you our stock of Fish.

Salt Herring, a food that makes a most tasty dinner and an agreeable change, per dozen ... 30
Salmon Trout, another change from the meat, per lb ... 10
Finnan Haddie, use it for dinner and easily cooked ... 12
Dried Herring, very fine this season, per box ... 30
Cod Fish, used by housekeepers, per pound ... 10
Buckwheat Flour, prepared ready to use, 5-lb. package 15c or 2 for ... 25
Corn Syrup, appreciated by everyone, and wholesome food, per 5-lb. pail ... 35
Cooking Onions, skin fried and No. 1 quality, 6 lbs for ... 25
Sugar is generally lowest this line of year, and by the leg at lowest market price.

Watch for Butter and Eggs

A. Hammond
PHONE 59

Nutritious Lenten Dishes

Those who abstain from eating meats during Lent are looking for wholesome foods to take their places. We have selected the following lines which we can offer as the very best of substitutes.

Codfish (Boneless).

Tasty and nutritious, this brand was used by Miss Livingstone at her recent cooking demonstrations—

40 cents per 2 lb. box.

Canned Salmon.

One of the most nourishing of all fish foods. Can be served in many tasty ways. We carry the finest Sockeye Salmon on the market. Try a tin.

15 cents and 25 cents per tin.

Baked Beans.

No better substitute for meat. Place the can in boiling water a few minutes and you have a delicious warm wholesome food.

10, 15 and 25 cent tins.

Canned Vegetables.

It's a long way to harvest time. Our goods are fresh, and best quality.

Tomatoes and Peas, 3 cans 50c.
Corn and Beans, 3 cans 45c.

Macaroni.

A food of high value. Boiled alone or with cheese makes a wholesome dish.

Two packages 25 cents.

Rice.

A staple, nutritious food. Eat plenty of it.

3 lbs. 25 cents.

Don't Forget Pancakes.

We carry the best brands of Pancake Flour in 25 cent and 35 cent packages. Order a package and a bottle or can of our pure Maple Syrup at 65 cents.

Also in Stock: Sardines, Finnan Haddie, Lobster, Crab Meat and Fish Pastes.

ORANGES——GRAPEFRUIT——LEMONS

The Summerland Supply Co., Ltd.

Nutritious Lenten Dishes

Those who abstain from eating meats on fast days during Lent are looking for wholesome food to take their place. We have just gone over our stock and selected a number of lines which we can offer as the very best of substitutes. Include some of the following in your next order:

FISH—A new supply just in. Make your next dinner out of

Kippered Herrings, 8 for	.25
Fresh Whitefish, 2 lbs. for	.25
Fillets of Haddie, per lb.	.20
Codfish strips, 2 lbs. for	.35
Salt Mackrel, per lb.	.20

CANNED SALMON—One of the most nourishing of all fish foods.

Caledonia Brand, per tin	.10
Autumn Leaf Brand, tin	.15
Clover Leaf, large, tin	.27½
Clover Leaf, small, tin	.17½

Herring in tomatoe sauce
2 tins for ... .25
Brunswick Sardines, 4 for .25
Canned Oysters, 2 for .35
Canned Lobster, per tin .30

REMEMBER

To insist on getting Purity Brand the next time you order flour... It is the World's Best...

ORANGES

Any size, per case... $2.85
Per dozen, 15c, 17½c, 20c and 25c.
Apples, per case... $1.45

HANDY LIST

OF GROCERIES FOR LENT, THAT YOU CAN BUY FROM US FOR

45c

5 lbs. Japan Rice	.45
6 lbs. Macaroni	.45
5 pkgs. Corn Starch	.45
5 lbs. Navy Beans	.45
5 pkgs. Corn Flakes	.45
New Laid Eggs, per doz.	.45
2 lbs. Ontario Cheese	.45
2 1-lb. tins Pure Honey	.45
2 bottles Pickles	.45
2 bottles H. P. Sauce	.45
3-lb. tin Baking Powder	.45
2 lbs. Fancy Biscuits	.45
2 R. C. Washing Powder	.45
4 pkgs. 16-oz. Raisins	.45
4 tins Gillett's Lye	.45
7 bags Table Salt	.45
4 lbs. Best Prunes	.45
4 pkgs. Gloss Starch	.45
4 pkgs. Currants	.45
4 tins Pineapple	.45
8 lbs. Purity Oats	.45
6 tins Evaporated Milk	.45

NORTHWEST GROCERY

Phone 70

THE CITY GROCERY STORES

Quality Goods—Good Service

Nutritious Lenten Dishes

Those who abstain from eating meats on fast days during Lent are looking for wholesome foods to take their place. We have just gone over our stock and selected a number of lines which we can offer as the very best substitutes.

Canned Salmon—One of the most nourishing of all fish foods. Can be served in many tasty ways. Clover Leaf, small tins ... 25c
Clover Leaf, large tin ... 15c
Sardines—A most delicious fish delicacy, in pure olive oil or tomato sauce. Per tin ... 15c
King Oscar, 3 tins for ... 25c
Baked Beans—No finer substitute for meat. Place the can in boiling water for a few minutes and you have a deliciously warm, wholesome meal. Per tin, 2 for 25c, and ... 25c
Canned Vegetables—It's a long way to harvest time and new Canadian vegetables. Vegetables in time are canned when fresh and our GOOD QUALITY brands retain their fresh field flavor. Tomatoes, corn or peas, any one of these makes a fine meal when served. Corn and peas 10c, tomatoes, 2 for 25c. Twelve tins assorted, 4 corn, 4 peas, 4 tomatoes ... $1.30
Pan-Cakes—This is the season when real puffy pan-cakes taste the best. If you buy Aunt Jemima or Five Lily pan-cake flour you will be sure to have delicious pan cakes. Order a package and 1 tin of our pure Maple Syrup. Pan-Cake Flour, per 2lbs ... 15c
Maple Syrup, quarts, 50c; half gallon, 90c; gallon tins ... $1.75
New Laid Eggs, guaranteed, doz. ... 50c

IN THE MEAT SHOPS

Fish—The old reliable Lenten food—tasty and nutritious. A fresh supply just in. Make your next dinner out of herring, halibut, salmon or finnan haddie, or fresh white fish if you prefer.

White fish, fresh from Shaw lake, lb. ... 6c
White fish, smoked, very delicious, 3 lbs for ... 25c
Halibut, fresh from the coast, 3 lbs. ... 25c
Salmon, fresh from the coast, per lb. ... 15c
Herring, fresh from the coast, 2 lbs ... 25c
Finnan Haddie, the very finest, 2 lbs. ... 25c
Cod fish, Acadia Boneless, 2 lb. box ... 35c
Cod fish, shredded for potato ball, pkg ... 15c

Ring up our Store Nearest You.

STORE No. 1—Cor. 8th & Jasper. Phone—Grey 1872. Meats 2804.
STORE No. 2—Cor. 24th and 8th Ave. Phone—Grey 2151. Meats 2138
STORE No. 3—White Ave., South Edmonton. Phone 31217.
J. G. McK. Proprietor.

Canned Foods

A Hundred Million Tins of ... Consumed in Canada every Year

Why? because they are recognized the country over to be sanitary, easily prepared, wholesome and nutritious foods—because the busy housewife finds them one of the best foods that can be placed on the table, and they

Are Made in Canada

Canned Tomatoes, Harvest Brand extra fine quality 2 tin for 25c. Crusader Brand per tin 10c. Canned Peas, Harvest Brand meang the best brand, per tin 10 cents. Harvest Brand Canned Corn, is just as tender and sweet as the day it was canned per tin 10 cents. Salmon, Horse shoe and Clover leaf are the best brands per tin 25 cents. Other Brands from 18c to 12½c per tin. Pork and Beans—Hara is a food that has gained a wide reputation for nutrition. Our brands are packed with the finest beansin tomato sauce and flavored with pork, a tin to suit any sized family per tin from 7½c up to 15c.

If you buy them by the case a dozen they are cheaper

The Star Grocery

L. H. WARE, Proprietor.

QUALITY STORE

Pancakes and good, pure

MAPLE SYRUP

What more delicious combination can you place before the family? Anything that will be more appreciated? We sell no thing but absolutely Pure Maple Syrup and we can suggess nothing nicer for luncheon or evening meal. Please remember our Maple Syrup is the best made in Canada maple syrup. It was made and packed in sanitary surroundings by reliable manufacturers.

Pearl Brand Maple Syrup in quart bottles has the true maple flavor. Most delicious with pancakes, muffins or hot cakes, per quart bottle ... 25c

Pancake Flour

This floor will use up in both packages full directions on making delicious pancakes. When you order maple syrup, ask for a package.

Pure Maple Sugar

Only made cakes of this left. The flavor is the true maple and absolutely free of cane or other sugar. A rare treat for the children. 10c for a cake. See our window for prices.

Only goods of high quality recommended by us.

Yours for business,

M. Harkness

The Grocer ... Bell Phone 35-3

A Hundred Million Tins of Canned Foods Consumed in Canada Every Year

WHY? Because they are recognized the country over to be sanitary, easily prepared, wholesome and nutritious foods—because the busy housewife finds them one of the best foods that can be placed on the table. Practically every household now consumes several cases of canned goods every season. Why not then buy them by the case? They are always handy and ready for any emergency and there is absolutely no waste—and you save money buying them that way. All are Canadian-made goods.

CANNED TOMATOES—Best brands only—a steaming hot plate makes a good meal in itself, and they are ever ready for luncheon and dinner. Per tin, 10c; per dozen, $1.25; per case of 24 tins, $2.45.

CANNED PEAS—We would recommend the finer grades of peas—they are smaller and more tender than the others, because they are picked when younger and sweeter. Ever try baking them in the center of a dish of mashed potatoes? Nothing nicer. Per tin, 10c; per dozen, 1.10; per case, $2.40

CANNED CORN—This corn is just as tender and sweet as the day it was canned. A tasty vegetable with any kind of meat, and, like the others, can be prepared for the table in a few minutes. Per tin, 10c; per dozen, $1.00; per case, $2.20

SALMON—The Sockeye is the best salmon packed in British Columbia—the color is bright and the flavor very fine. Salmon is packed in the most sanitary surroundings and is one of the most nutritious foods available. 15c; per dozen, $1.75. Other grades are cheaper.

FORK AND BEANS—Here is a food that has gained a wide reputation for nutrition. Our brands are packed with the finest beans in tomato sauce and flavored with pork. A tin to suit any sized family. Per tin, 10c or 2 for 25c; per dozen, 95c.

FRUITS IN TINS AND GLASS, MARMALADES—Is the home supply getting low? If so we can show you some splendid substitutes. Fruits of all kinds made by reputable manufacturers. Per tin from 10c to 30c, and in glass jars you can use again at from 20c to 25c. Marmalade 25c a pint jar.

CONDENSED MILK—Every housewife should have a supply of condensed milk in the cellar. There is no purer form, and it is always ready for household use and in case of emergency. Per tin from 10c to 15c.

DON'T FORGET TO ORDER YOUR CANNED GOODS. BY THE CASE—IT SAVES MONEY AND YOU HAVE THEM ALWAYS ON HAND.

PHONE 1287
144 Second Ave.

FORBES---Cash Grocers

COUNTRY PRODUCE

A WIDELY USED SERVICE.

The illustrations of newspaper advertisements on this page show one of the many services Canadian Grocer is giving its readers. All these advertisements are based on suggestions we have published during the past month or two. It will be seen that dealers in New Westminster, Kelowna and Summerland, B.C.; Edmonton and Redcliff, Alta.; Rouleau and Saskatoon, Sask., and Huntsville and Campbellford, Ont., are represented. These represent only a small proportion of the extent to which our suggestions are being used in Canada.

Combining Summer Resort and Farm Trade

A. F. Choate & Son, of Warsaw, Ont., Located Some Seven Miles From Summer Resort District, Have Branch of Their General Store There—Building New One This Year to Replace the Old—Using Reader Ads. to Get New Farm Trade.

NINETEEN HUNDRED AND FIFTEEN is sure to be a good year in so far as the summer resort trade is concerned. As has been already referred to in Canadian Grocer, there will scarcely be any tourist trade from the American continent to Europe this year. An effective stop has been put to this on account of the big war now raging in five of the European countries, and which is liable to break out at any moment in others. It has been estimated that each year United States visitors to Europe spend in the neighborhood of $400,000,000. There must be some other outlet for this trade this year, and Canada is sure to get her share. This is going to benefit greatly our summer resort districts which can accommodate United States visitors.

Erecting a New Store.

Among the merchants who are seizing the opportunity to get after more of this business this year is A. F. Choate & Son of Warsaw, Ont. Warsaw is located some seven miles from McCracken's Landing on the shore of Stoney Lake—one of the most prominent beauty spots of the Kawartha chain. For many years Mr. Choate has had a small store at this landing, which he runs in conjunction with his Warsaw general store. As well as the cottage trade on the lake, he goes after the guest trade from the large hotel which is also located at the same landing. In anticipation of better business this year—in view of the expectation of larger numbers of our Southern friends—he is erecting a larger store to provide an even better service for visitors.

In addition to getting business from the Lake district, A. F. Choate & Son have also a splendid opportunity of holding the farm trade of this district during the summer season, which might otherwise go, or a considerable part of it, to stores at other points on the Lake which are open for the summer season only.

Help Along Newspaper Circulation.

In so far as their usual trade at the Warsaw store is concerned, they find that the farmers are not suffering very much from want of money for business as usual. While collections may have to be followed up a little more strenuously than in normal times, they are nevertheless good, and this firm has no complaint to make on that score. This is one of the aggressive business firms in Ontario which believes in advertising. Warsaw is but a small village of a few hundred inhabitants. But it is surrounded by splendid farm lands, and is some fourteen miles from the city of Peterborough. The weekly papers of this city circulate largely in the Warsaw district. As a matter of fact this firm makes it a point to do what it can towards increasing the circulation throughout their township of the paper in which they advertise.

Reader Ads With Warsaw News Items.

Their system is to use reader advertisements at the bottom of local news items which appear in each week's issue. It is natural that the people of the Warsaw district will watch for their own news each week, and it is therefore a certainty that they are going to see this reader. What better recommendation of advertising does anyone want than the following in the words of H. G. E. Choate: "The readers certainly bring results. The most noticeable results of course and about the only way I have for checking them up is in the number of persons from a distance who drift into the store. People living outside our zone, generally, who usually go to and are situated nearer other places around here, come into trade with us. We notice these at once, especially if they enquire for any article advertised."

One of these reader advertisements which appeared prior to the Lenten season, read in part as follows:

"In reference to Tea, do you know that there is being offered for sale in this community for —— cents a quality of tea that can be had at —c at Choate's in Warsaw? There, you can get a splendidly flavored ——— Tea at —c, or you may have ——— Teas at the same price. . . . . The old reliable ——— may be had at 35c and others at 40, 50 and 75c per pound.

During the Lenten season we pay special attention to our stock of fish, which, at present, consists of Fresh Salmon, White Fish, and Herrings; Salt Sea Salmon, Salmon Trout, Herrings, Cod Fish, Quail-on-toast, Fresh Water Herrings, Finnan Haddie and Oysters. The completeness of our Grocery Department is one of our hobbies.

At the Dry Goods counters there is being shown the newest wash materials for spring and summer dresses, new prints, muslins and laces. This is a good time to get your material home, where it can be made up during spare time, thus saving a great deal of worry when spring comes. The very latest in the easily managed Ladies' Home Journal patterns always in stock. We'll be pleased to have you call.—A. F. CHOATE."

It is interesting to note the pleasing conversational style of this ad. It is one that is sure to be read by the country folk, and if read it is going to get results. Observe also the variety of fish this firm sells—and yet it is located some seven miles from the nearest railway station and 14 miles from a wholesale centre. This surely explains in part at least the good business with the farmers in this locality.

READERS' SERVICE DEPARTMENT.

Canadian Grocer conducts a Service Department open to all our readers. Special investigations will be made for retailers and advertisers upon request and free of charge. If you are in search of the source of a new foodstuff, or you want to know the agents or manufacturers of any line—foodstuff or equipment—'phone us or drop us a line. The "Readers' Service Department" is at YOUR service.

NEW MAPLE REGULATIONS PASS.

The new Government bill relating to a change in the Maple Syrup and Sugar regulations which was published in last week's issue has passed the House of Commons. Under these regulations both compound maple syrup and maple sugar may be manufactured providing they are properly labelled.

E. M. Trowern, secretary of the Retail Merchants' Association of Canada, is in St. John, N.B., this week attending the first annual convention of the association of that province.

Using Refrigeration Machinery

Grocer Saves $300 a Year—Experience of J. A. Debien, Montreal—The Cost of Operation—A Cause of Trouble, and How to Rectify It.

ONE of the tendencies in the grocery business to-day, especially in large cities, is in the direction of modern refrigeration. A refrigerator of some kind has become an absolute necessity in every good store. It has become so much of a necessity that grocers with large fruit, produce, fish or meat business are finding it essential.

To meet this demand, manufacturers of refrigeration machinery are putting small equipment on the market, small enough to make cold air on a paying basis. Up to the present, operations of refrigeration machinery manufacturers have been confined to large packers, ice rinks, and ice cream manufacturers, but the demand for this small size equipment has made it worth their while to turn their attention to the grocer. At present, of course, it would hardly pay a man whose refrigeration extends only to butter and cheese to instal refrigeration machinery, but there are grocers with extensive fruit, produce and meat departments, who are finding it a profitable investment.

A Case in Point.

J. A. Debien, 112 Park Ave., Montreal, a grocer and provision dealer, located on a corner in a good locality, is an example of a man who has installed refrigeration machinery and found it profitable. He claims the investment has been a good one. Mr. Debien figures that he saves $300 a year by using cold air.

In the Debien store there are refrigerators for fruit in the cellar, one in the store for butter, one for fish, another for the window, and one each for small and large meat in the butcher shop. The coil in the window is an advertisement. A sign in gilt letters draws attention to this feature. And it is a feature, for without this system it would be impossible for him to use it, as the sun beats down on the window with intensity.

Before installing this machinery, Debien's were paying $20 per week for ice. A ton and a half went into the store every week, and at that time he only had two refrigerators, one for fruit and the other for the grocery department. There was no meat market in connection with the store until this system was installed. With all these additions, Mr. Debien figures that his cold air is costing him about $275 per year.

Operating Cost.

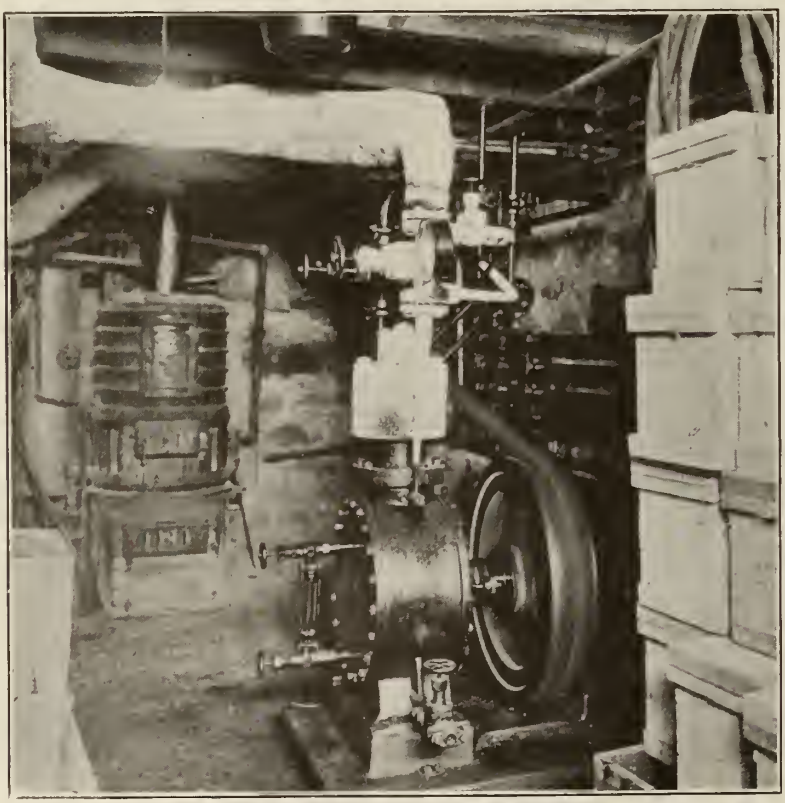
The cost of the plant, including machinery and piping, was $2,200. The cost of operation was rather heavy at first, but familiarity with the system has resulted in the cost of operation being cut down considerably.

One of the chief costs in operating refrigerating machinery is in water, which is pumped through the system in large quantities. By gauging the amount of water to suit his requirements, Mr. Debien was able to operate at a minimum of expense. Ammonia and oil for the machinery runs into about $25 a year, which is small, compared with cost of water. Electricity for running the motor is, of course, a fairly large item.

A Cause of Trouble.

One of the troubles in connection with refrigeration plants is the leaking of ammonia. This sometimes finds its way into the store, and is disagreeable. Then it is necessary to find the leak and simply tighten the loose nuts. This may happen once or twice at first, but after being in use a little while, leakages are rare. Small size compressors, with the humming noise of the motor, make more noise than larger ones, but as the machinery is located in the basement, the inconvenience is slight.

The machinery runs with little attention. There is no dirt, or dust, and the air from the pipes is clean and dry. The temperature is even, and in summer, when it is intensely warm, the machinery can be run all night. The equipment is compact, and can be hidden in the basement out of the way.



View of the refrigeration plant in a retail store in Montreal.

KEEP UP A GOOD FRONT.

Under most circumstances a man is judged by the "front" he puts up. If he looks prosperous, healthy, and alert, he wins immediate esteem. It is the same with the retail store. The store is judged by its front.

Many points enter into judging a store—the style of the store front, its cleanliness or otherwise, the size of the windows and the displays shown therein, the method of displaying the firm name, and the lighting appliances. When a store presents an up-to-date appearance in all the respects named, it is certain to draw a large share of the trade.

No matter how good the stock carried or how efficient the service, the business done will fall far short of what it should be if the appearance of the store from the front is not inviting; just as a man who wears poor-fitting clothes and presents a general appearance of "seediness" will fail to win respect, no matter how brainy he may be.

An Organization of Importers Formed

The Purpose is to Look After the Interests of the Importers of Foodstuffs—Will be National in its Scope—Tariff, Freight Rates, Shipping Facilities, Customs Regulations, and Classification of Goods to be Considered.

STAFF CORRESPONDENCE.

AN association of importers of foodstuffs, to be known as the Canadian Association of Manufacturers' Agents (Imports), was formed here at a meeting last Thursday afternoon in the Queen's Hotel, Toronto. The germ which has developed into this organization originated some time ago with Stewart Menzies, a manufacturers' agent in this city. It was developed by J. P. Wright, who acted as secretary, pro tem., and who in the meantime discussed it personally and by correspondence with manufacturers' agents all over Canada. At the meeting Mr. Menzies acted as temporary chairman, and pointed out that in response to the suggestion sent out, some twenty letters from leading manufacturers' agents had been received, in addition to a great number of verbal favorable replies. He explained further that the purpose of the organization as he saw it was to secure united action in forwarding the mutual interests of the agents mutually. One of the important questions that will be discussed in future is that of the tariff. It was his opinion that the advance in the tariff was not conducive to a greater revenue for the Government. He then asked Mr. Wright to review the situation and give his suggestions on how such an organization would benefit the manufacturers' agents of Canada.

Mr. Wright said that there was not a discordant voice raised against the proposition. He personally felt that there was undoubtedly a necessity for such an organization if the interests of the manufacturers' agents were to be protected. While we all must be patriotic, he contended that there still must be intercourse between nations. He felt that the tariff question would have to receive the united attention of the manufacturers' agents if any remedy was to be effective. Isolated action, he said, had no effect. There must be united effort. "We might expect," he added, "to be able to compete on fair terms with Canadian manufacturers, but there should be no undue preference." Other matters that such an organization would look after would be the terms under which agents are working in Canada and railway rights in regard to shipping and classification of freight. Membership, too, he felt should carry with it a character—an evidence of financial standing and trustworthiness. It would be a mutual help to all. Mr. Wright moved a resolution that the manufacturers represented here assembled agree to form an association for the protection of their interests. This was seconded by Harry Horne and carried. These officers were then proposed.

President—Henry Wright, president of the McLaren Imperial Cheese Co., Toronto.

Vice-presidents—A. P. Tippet, Montreal; J. C. Rose, of Rose & Laflamme, Montreal, and W. G. Patrick, of W. G. Patrick & Co., Toronto.

Secretary-Treasurer—J. P. Wright, Toronto.

Stewart Menzies made it clear that the organization was entirely non-political.

The meeting was then thrown open for discussion and suggestions. Fred Coward, of Toronto, pointed out what he considered an injustice in reference to Customs. For instance, duty had to be paid on bottles embossed with brand name, which bottles were not allowed by law to be used in Canada for resale over the counter once they were empty. It was plain, he said, that a duty should be paid on a plain bottle, but not on one that was unfit for use once its contents had been used.

W. H. Tippet called attention to the fact that on a certain article there were three rates of duty charged his firm in three different cities in Canada. Different Customs officers classified the goods differently. Another man present felt that the importers should have some say in reference to railway rates, etc. It was thought, too, that a committee composed of men present should be formed to promote the organization work in Toronto. This committee includes E. Langley, of Maclure & Langley; W. T. Merrick, of Rose & Laflamme; Harry Horne, Fred Coward, R. T. Macdonald, MacLaren Imperial Cheese Co.; C. H. Cole, and Stewart Menzies.

OLD-TIME BUSINESS IN BRITISH COLUMBIA.

(Continued from page 63.)

goodly crowd of the faithful, who spun yarns until the manager started to pull the blinds down at 9 p.m. Then all had a drink and departed.

Much Was Expected.

We also had the post office, but luckily the mail only came in once a week. It was a wonder how such a varied stock could be carried in such a small space and kept so things could be found. One man attended to everything. Then, as now, we were supposed to have anything a person might think to ask for—and one might think it wonderful how very seldom we were out of what was asked for.

But a merchant carrying all the business in his head soon got to know just about how much of each article was needed, and what people are going to ask for a year ahead, as the population changed very slowly. Now and then when a new bunch of people came in whose tastes were different from the old times, we were stuck for a while. As long as we carried flour (it didn't matter to people what brand), sugar (in bulk), oatmeal, rice (No. 2 China) any kind of tea, dried apples, salt pork, lard, macaroni, beans, condensed milk (no cream known those days), soap, blue mottled in bars, tobacco, etc., we could satisfy most in the grocery line; but when a few of the new comers wanted certain brands we thought they were very particular. Salt pork would do the old timer, but now we had to have bacon and sliced nicely at that. Now we carry 20 brands of tobacco and three or four brands of other goods to hold the trade.

The Old Bookkeeping System.

Then there was the old journal system of entries and lots of them, too. Anyone that was good, paid up once a year, or once in six months and those that were bad didn't pay at all, but somehow or other the business seemed to exist.

Some 15 years ago when I took the business things were quiet. There were eleven stores run on about the same principles. Travelers found me an easy mark, and I soon had all kinds of goods and all kinds of accounts to pay. Thanks to Canadian Grocer, I saw that a tight system of looking after accounts was the only one, so gradually credit was improved with us. Although many of our old customers got sore at these new methods, we have had to enlarge our store three times during the past few years. But it was only the last few years that we put in a cash register, silent salesmen, account registers, etc.

Programme of Annual Convention of

The Retail Merchants' Association of Canada

Incorporated.

Grocers' Section for Province of Ontario

Monday, May 3rd:

3 P.M.—Manufacturers' Exhibits open until 10 P.M.

4 P.M.—Registration of Delegates.

7.30—Meeting of Executive Committee.

Tuesday, May 4th:

9 A.M.—Registration and Reception of Delegates:

10 A.M.—Opening Session—Meeting called to order by Mr. W. J. Mellen,
(Chairman, Grocers' Section, Prov. of Ontario.

Address of Welcome—His Worship, Mayor Stevenson, London, and Members of the City Council.

Reply—Mr. B. W. Ziemann, President Dom. & Prov. Board.

10.30—Roll Call of Officers—D. W. Clark, Past Chairman, Toronto.

Reading of Correspondence.

11 A.M.—Receiving Resolutions.

11.15—Chairman's Address.

Secretary's Report.

Treasurer's Report.

12 P.M.—Adjournment.

2 P.M.—Address—Mr. E. M. Trowern, Secretary, Dom. & Prov. Board.

2.30—Address—Mr. John S. Porter, Live Stock Branch, (Poultry Division, Dept. of Agriculture, Ottawa).

3.30—Consideration of Resolutions.

6 P.M.—Adjournment.

7.30—Complimentary Banquet to visiting delegates tendered by London Retail Grocers' Ass'n., Tecumseh Hotel.

Wednesday, May 5th:

9.30—Reports of Committees.

Further consideration of Resolutions.

11 A.M.—Election of Officers.

11.30—Opening of Question Box and general discussion thereon.

12.30—Adjournment.

2 P.M.—Conference between the Manufacturers, Wholesalers and the Retail Grocers who attend the Convention.

Among other questions, the subject of selling Farmers' Clubs in car-load lots, will be considered.

5 P.M.—Installation of Officers.

5.15—Address—D. W. Clark, Past Chairman,

"The Fruit Marks' Act."

Address—Mr. F. C. Higgins, Treasurer, Ontario Prov. Board "The Cost of Doing Business and How to Find the Net Profit."

6 P.M.—Adjournment.

7.30—Resumption of Session until completion of business.

Five thousand invitations have been sent out to Ontario grocers by Secretary W. C. Miller with this official programme. If any readers have not received the notice, the secretary asks that they consider this notice in Canadian Grocer official. All are invited.

SOME OF THE SUBJECTS AND RESOLUTIONS THAT WILL COME BEFORE THE RETAIL GROCERS' CONVENTION, MASONIC TEMPLE, LONDON, ONTARIO,

May 3rd, 4th, and 5th.

Consideration of how to deal with Firms who offer groceries for sale to the public, through circulars and catalogues, in a deceptive manner.

Consideration of the proposed Inspection and Sales Act, whereby the weight contained in all packages must be marked thereon.

Consideration of the effect egg circles have on the retail trade.

Consideration of the effect created on the trade by manufacturers selling to some price-cutters at less than they sell to the wholesale trade.

Consideration of whether it was wise on the part of the wholesalers and manufacturers to discontinue allowing cash buyers a special 1%.

Consideration of the selling of fruit and vegetables by weight.

Consideration of using the Association to secure prompt settlements of claims for damages to goods, and for goods short in delivery.

Consideration of the present cartage charges on fruit.

Consideration of the Amended Bulk Sales Act.

Consideration of some amendments to the Pedlars' and Transient Traders' Act.

Consideration of having a distinguishing sign to place in our windows or in our stores, whereby the public will know those retailers who are endeavoring, through organization, to rid the community of deceptive methods of trading.

Consideration of the advisability of asking the Government to place more safeguards around the present methods of those who secure co-operative society charters, whereby the public are deceived.

Consideration of the development of Farmers' Clubs for buying staple lines in car-load lots, and using the merchant as a convenience.

Consideration of the methods adopted by some mail order houses to secure special privileges from some postmasters.

Consideration of the abolition of all forms of premiums in packages.

Consideration of the best action to take to call the attention of the manufacturers and wholesalers to the fact that by selling our customers they are injuring us as well as themselves.

Consideration of the amendments to the Adulteration Act regarding maple sugar, as well as other lines.

Consideration of the development of the plan whereby fruit growers sell direct to our customers.

Consideration of the advisability of securing legislation to enable us to close any half-day and day of the week during certain months or during every week of the year.

Consideration of the Factory and Shops Regulation Act, whereby any Inspector, if he choose, could prevent a merchant from employing a female to work after six o'clock on any day of the week excepting Saturday.

Consideration of the system adopted by some mail carriers, in using their position to deliver parcels, in addition to the service they are engaged for.

Consideration of the effect there is on the trade by some persons buying at wine measure and selling at Imperial measure.

Consideration of the advantages gained through the Credit Reporting Department of our Association. Over $100,000 is reported as having been collected for our members during last year.

Consideration of the effect that unprincipled price-cutting has on the legitimate trade.

Consideration of the question as to whether municipalities should compete through retail markets with the tax-paying merchants.

Consideration of the present system of Government butter regulations.

Consideration of the advisability of appointing a committee who would be willing to visit various parts of the province and address meetings of retail grocers on subjects of interest to grocers.

Consideration of what profit bakers should give retailers on bread.

Consideration of an amendment to the Weights and Measures Act, whereby the giving of false weights could be properly dealt with.

Consideration of the best means of removing the false impression that is being circulated, regarding the need and usefulness of the retailer, or the one usually called the middleman.

Consideration of the advisability of advocating Made-in-Canada goods.

These and other very important subjects will come before the convention in the form of resolutions, and all retail grocers, whether they are members or not, are invited to come and take part in the discussion.

The convention will start on time and finish on time, and there will not be one idle moment. The best thought in the grocery trade will be expressed at this meeting, and we again ask you to come and help us to help you.

THE MANUFACTURERS' EXHIBITS OF MADE-IN-CANADA PRODUCTS

will be well worth a visit to London alone.

Some prominent scale manufacturers have offered to donate their best scale for competition to retail grocers, and their method will be made known at the convention.

The Reception Committee will all have their hands out, waiting to give yours a hearty shake, and to show you the sights of the famed Forest City. They have also arranged for a complimentary banquet on Tuesday evening, at the Tecumseh House, to which all visitors are invited.

If you ask for a Standard Convention Certificate with a single one-way ticket, you will be able to go at reduced rates.

Ample hotel accommodation can be secured at rates from $2.00, $2.50 and $3.00 per day. Reservations can be made if required.

The Conference with the manufacturers and wholesalers will be the most important one that has ever been held in Canada.

COME AND UNITE FOR BETTER TRADE CONDITIONS.

Important Business Before N.B. Convention

Retail Merchants of That Province Discuss Ways and Means for a Better Merchandising Basis for the Trade—Many Resolutions Presented and Gone Into Thoroughly—Remainder of Report in Next Issue.

ST. JOHN, N.B., April 14.—(Special.)—This city has been to-day and yesterday the centre of a large number of retail merchants from various parts of the province. The reason is the first annual convention of the Retail Merchants' Association of Canada, New Brunswick Section, and is chiefly the result of the hard work that has been done by N. C. Cameron, the provincial secretary, since he came here last fall, and his associates.

The convention opened yesterday morning at ten o'clock with the registration and receiving of delegates, after which the meeting was called to order by President A. O. Skinner. An address of welcome was delivered by Mayor J. H. Frink and officers of the local branch, the replies being made by President Dr. E. O. Steeves, of Moncton; President A. Murray, of Fredericton, and Dominion Secretary E. M. Trowern, who came east for the convention from Toronto. The afternoon commenced by an address from the provincial president, Mr. Skinner. He reviewed the work that had been accomplished so far, elaborating on the rapid increase in the membership of the association during the past few months. After the reading of correspondence, the appointment of committees, and the receiving of resolutions, the delegates took a trip around the city in automobiles, which included a visit to the Atlantic Sugar Refineries and other factories and special points of interest. The new wharves were also inspected. In the evening there was a banquet given to the visiting delegates by the St. John section, one of the features being an address by E. M. Trowern, the Dominion secretary. Later the delegates formed a theatre party.

Credit Reporting Results.

At the opening session on Wednesday morning, Provincial Secretary N. C. Cameron, read his report, which showed that practically every town, city and village throughout the province was organized, and that many merchants had also received many times the value of their membership fee. Co-operation, he said, was being effected with splendid results in various centres through the holding of dollar day, which had proven to be successful. The methods of operating the credit reporting department were described. The benefits which members of the association are getting from the form letters being sent out was referred to, and special instances where old and bad accounts had been successfully collected by this department. Other reports were presented, including that of the provincial treasurer, Wm. Hawker, and the provincial auditor, P. F. Blanchett.

One of the special addresses of the session was given by E. M. Trowern on the assessment system in vogue in Canada, including his ideas on how a suitable system for the province should be operated. At the present time there are few more live subjects in New Brunswick. Recently there was a large delegation of the Retail Merchants' Association of this city, who waited on the Government to protest against an amendment to the Assessment Act which was introduced into the local House to exempt salaries up to $1,000. The merchants objected to the idea that no provision had been made as to where this amount of assessment was to be levied and urged the Legislative Committee to throw out the bill.

N. C. CAMERON, St. John, N.B.,
Secretary of the New Brunswick branch of the Retail Merchants Association of Canada.

During the convention there was an exhibit on the main floor of the hall of office devices and store fixtures, which proved an exceedingly interesting feature to the convention. It afforded the merchants an opportunity to look over new ideas in equipment and to help them in their business system.

Important Topics.

Some of the resolutions that came before the convention were as follows:—

"To stop smuggling along the border lines."

"Wholesalers and manufacturers discriminating in the matter of prices."

"To secure a Garnishee Act and to simplify the collection of small debts."

"To have an Association Fire Insurance Department."

"Also, to have a fire adjuster to protect the interests of the retail merchant against unfair insurance companies in settling claims."

"To buy and advertise 'Made in Canada' goods."

"To discourage, as far as possible, advertising goods manufactured in any other country."

"To oppose any change being made in parcel post zone system."

"The Bulk Sales Bill."

"To have uniform laws throughout Canada."

"To place a special tax on all business done by mail order houses."

"To secure a new Provincial Assessment Act."

"That all peddlers should have a Provincial license."

"That railway freight cartage charges should be abolished."

"How to deal with severe price cutting."

"To oppose co-operative legislation."

"That all delinquents leaving by night to defraud merchants should be

"To abolish fees for inspection of weights and measures.

"That a Minister of Inland Trade is required."

"That customers making purchases on Sunday should be held equally liable with the retail merchant."

"An amendment to the Trading Stamp Act."

"To secure interprovincial judgments throughout Canada."

"To secure local option law for Early Closing Act."

"To include a half-day a week."

"That manufacturers be held liable for adulteration instead of the retail merchant."

"That municipalities should not engage in retail trade."

"Importance of the press to the retail merchant."

The results of these resolutions will also be included in the article in next week's issue.

CURRENT NEWS OF WEEK

Quebec and Maritime Provinces.

Wm. Burrill, of Wm. Burril & Co., general merchants, Yarmouth, N.S., died recently.

G. T. Armstrong & Sons are opening a wholesale grocery establishment in Sherbrooke, Que.

Shaw & Evans, importers, St. Paul street, Montreal, have moved to the Coristine Building.

Roulleau Brothers, grocer and butcher, will open up at 56 Westminster ave., Montreal West, on May 1.

J. Russell-Murray, West India merchant and commission agent, Montreal, has moved his office into larger quarters at 35 St. Nicholas street.

The Tignish Trading Co., Tignish, P. E. I., were the largest losers in a fire which destroyed part of the business section on April 8. Senator Murphy is the owner.

Ontario.

J. D. Mills, grocer, Sarnia, Ont., has sold to Jamieson Bros.

N. R. L. Knowles, grocer, Toronto, has sold to Arthur N. Ridley.

A. G. Hill, grocer and provision dealer, Toronto, has sold to Chas. E. Thompson.

John Taylor and Co., Limited, soap manufacturers, Toronto, sustained a fire loss during the week.

An order has been granted for the winding up of the Sarnia Co-operative Society, Limited, Sarnia, Ont.

Stirling and Young have opened a general grocery brokerage business in the Royal Insurance Building, 27 Wellington street East, Toronto.

Robert Barnes, chief of the Meat and Canned Goods Division, Department of Agriculture, Ottawa, will address the butchers of Toronto on April 27.

It was expected that the head offices in Toronto of the Retail Merchants' Association would have been at the corner of Yonge and McGill streets, but just before the deal was finally put through the owners of the building raised the rent. Splendid new premises have, however, been secured over the Bank of Hamilton at the corner of Yonge and College streets, and these will be occupied about May 1.

At the regular meeting of the Toronto Grocers' Section of the Retail Merchants' Association on Monday night, the discussion was practically all based on the report of the committee named at the previous meeting to look into the question of the retailers controlling some of their own lines. The soap question was thoroughly discussed and it was decided that the members of the Association lay their plans to control their own brand. This soap will be made by the David Morton & Sons of Hamilton, Ont. It will be a 12-oz. bar with a hundred bars to a box and will cost the retailers $3.50. The soap will retail at six for 25c. A suggestion for a label was submitted to the meeting and this met with general approval. The label will be in colors—the brand name being "R. M. A." The soap will only be available for members of the Retail Merchants' Association, and all orders will likely have to bear the initials of the secretary of the Association or the head of the committee before going on to the manufacturers. The committee reported similarly on tea. There were, however, a number of objections to the retailers having their own brand of tea, and while some favored it, the matter was left over for another month for further discussion. It was felt that tea presented more difficulties than soap. The idea is to have a package tea with a similar brand to that of the soap. The question of a package cereal was merely mentioned but not gone into at all thoroughly. W. C. Miller, secretary of the Grocers' Section, Ontario Branch of the R. M. A., and D. W. Clark urged the attendance of as many of the members as possible at the London convention beginning May 3. Some sixteen or eighteen of those present signified their intention of going if at all possible, and there is talk of getting a special car. Everybody of course is welcome to attend the London Convention whether member or not. Chairman Neil Carmichael presided.

A business luncheon of the retail merchants' association, Fort William, Ont., was held recently. Some discussion was given to the problem of the lowering of rents and general expenses which fall upon the retailer, but the two principal topics were connected with a mid-week half holiday and the support given by so many to advertising schemes outside of the legitimate field. A committee was formed to take the sense of the retailers of the city as to the advisability of making a mutual arrangement for closing all the retail establishments in the city for some afternoon every week during four months of summer, the selection of the afternoon to be settled later. This has been the practice among the grocers and butchers, who closed last year every Wednesday at noon, and if the scheme appeals to the rest of the retail branches of trade, the same may be applied generally to all retailers of the city.

Western Canada.

Rees & Brigden, grocers, Brandon, Man., have dissolved, P. F. Brigden continuing.

W. H. Grant & Co., general merchants, Melita, Man., have sold to Betts, Peace & Co.

G. L. Gillespie, general merchant, Paswegin, Sask., is succeeded by Wilton Bros.

C. T. Woodside, F. E. Raymond and Organizer Arden, of the Retail Merchants' Association, Saskatoon, Sask., appeared recently before the city council and asked for the endorsation of the city, and its support at the meeting of civic representatives at Regina, for certain amendments desired by the retail merchants to the City Act. They asked for an amendment giving the city power to license hawkers and pedlars selling anything but produce of their own production. At present pedlars of meat, fish, fruit and garden produce are free from licence fees. They asked also for some measure to prevent retail travellers from coming into the city and taking orders under the guise of obtaining business for a Saskatoon branch. Other amendments which they drsired are aimed at transient traders, who escape the license fee by taking a year's lease of premises. In addition to these proposals, the retail merchants urge that the city should obtain power to abolish the business tax should it desire to do so. The Council could not see its way clear to concur in the last of these proposals, but approved the general principle involved in the others, though without pinning itself down to any definite details.

W. F. Burrows, has been elected president of Libby, McNeil & Libby, Chicago, Ill., to succeed the late Edward Tilden. Mr. Burrows has been with Libby's for thirty-three years.

Was Sugar Decline Justified?

Apparently no Reason for it—Busy Consuming Season Approaching—Tea Up Again in London —Weak Market for Walnuts—All Cocoa Products to Advance.

Office of Publication, Toronto, April 16th, 1915.

THE feature of the market this week is the drop of 15c in sugar. There does not at first seem to be any reasonable explanation for this. We understand that the reduction was made simply to stimulate business, which has been of the poorest in recent weeks. If this wasn't the reason, nobody knows what it was. In a way the drop is opportune, inasmuch as the May and June demand for sugar is usually good, and at this reduced level it should be better than ever. But there are those who say the prices will be up again before then, because raws are firm again and the decline wasn't really justified.

The situation in spices is acute. Apparently importers and spice people cannot get their goods through. The situation in New York is tight, and as soon as any peppers and so forth land in New York they are quickly snapped up at high prices. The difficulty is of course freights; peppers come from the East Indies and there are so few shipments, owing to the dearth of bottoms that the market has been advancing now for some weeks. Our Montreal correspondent gives some noteworthy information in his market report along this line.

New cheese and new butter are now in, but in slight quantities indeed. There is no storage butter whatever. Provision men seem to be somewhat in the dark as to just exactly what is the matter. But the outstanding fact is that retailers are now paying 8c higher for butter than they were at this time last year. This is bringing the Egyptian history about the seven lean kine up-to-date! Apparently the kine are lean this year. The situation in cheese has, of course, been tense for some time. Whatever there has been to spare has been exported and latterly there has been no Canadian cheese for export and American cheese has got the business.

Wheat is firm both in Chicago and Winnipeg. At this writing May wheat is quoted at $1.57½ in Chicago and $1.53¼ at Winnipeg, the former price is about the highest level it has attained in Chicago for a month. And the Winnipeg price is exceptionally high too. There is a tense cash situation in Chicago and quotations on July wheat, we think, are more liable to be higher than lower.

The reduction in Ontario winter wheat flour of 30c noted last week has been productive of results inasmuch as there has been a good deal more export business this week than for some time. The importers on the other side of the water presumably are now able to see our price, and with prices as they are the primary market for Ontario winter wheat flour is the best in America. There is little or no domestic business doing whatever in any cereal line with the possible exception of mill-feeds.

QUEBEC MARKETS.

Montreal, April 15.—Navigation will open next week. Local boats are expected to be running by Saturday, and by Monday navigation should be in full swing. The ice is already out. This will stir things up, and April and May should be two good months for business. Collections in the country are now reported fairly good, but slow in the city. Everybody has taken on a more hopeful look; even the streets in the neighborhood of the wharves are looking as though they had prepared to do business.

The feature of the week is the drop of 15c per bag in sugar. This was unexpected, and the only reason given for it is that trade had dropped to such a low ebb, refiners thought a lower price might stimulate things. Wholesalers freely express the opinion that this does not mean lower prices for sugar. One refiner in particular did not favor the drop, and declares that the price of refined sugar in Canada is too low compared with the price of raw sugar.

It looks as if the season for maple syrup is going to be a poor one. At present it is hard to say; some sections are holding back, while others have cleaned up. It has been a very irregular season. There is only a little snow left in the country, and when that is gone, everything will be over. There were two or three fine days at the beginning, then came a frost which froze the sap in the buckets. Then the weather became too hot. So that there have only been five or six days of good syrup weather. The best that can be said is that there will be a medium-sized crop. Prices are the same—70c for 8½ lb. tins, and $1.10 for Imperial gallons.

A large retailer, with a chain of stores throughout Montreal, is advertising

Markets in Brief

QUEBEC MARKETS.

FLOUR AND CEREALS—
Flour prices merely nominal.
Demand needed for an advance.
Feed market has easy feeling.
Rolled oats slightly cheaper.

PRODUCE AND PROVISIONS—
Further decline in eggs.
New butter and cheese arrive.
Old butter declines to 34c.
New butter comes on at 36c.
Eggs expected to reach low level.
Medium crop of maple syrup.

FRUIT AND VEGETABLES—
Cocoanuts scarce; price up.
Strawberries down to 25-35c.
Old cabbage scarce and high.
Old beets going at 40c per bag.
Celery $3 crate; demand good.
New beets and carrots now $1 doz.

FISH AND OYSTERS—
Warm weather increases production.
Halibut offered at 9 cents.
Fresh salmon arrivals small.
Dore drops 10c per lb. in a week.
All foreign herrings advance.

GENERAL GROCERIES—
Sugar declines 15c per bag.
Canadian peels being offered.
Prunes considered a "good buy."
Molasses quotations down a cent.
Weaker market for shelled walnuts.
Split peas more plentiful.
All cocoa products to advance.

ONTARIO MARKETS.

FLOUR AND CEREALS—
Mill feeds strong.
Cereal market weak.
Lower flour gets the business.
Wheat at high levels.

PRODUCE AND PROVISIONS—
New butter coming slowly.
Slightly lower cheese prices.
No change in eggs.
Storage commences.
Lard up a trifle.

FISH AND OYSTERS—
Fresh stuff coming in.
Lobster quoted lower.
Whitefish selling well.
Little necks have good trade.
Frozen lines' limited business.

FRUIT AND VEGETABLES—
Strawberries from Florida.
Navels still going well.
Lemons firmed up.
New asparagus in.
Cabbage scarce and high.
Celery good seller.

GENERAL GROCERIES—
Tea up again.
Sugars decline 15 cents. No one knows why.
Dried fruits dull.
Tapiocas very firm.
Trade looking up.

canned peas and corn at 5c per can, and is said to be making a profit on them. The question is, what did he pay for them? Corn and wax beans were offered to the retail trade freely this week at 60c delivered, so that if the above firm is making a profit, they must have bought cheaper even than that.

SUGAR. — Refiners dropped their prices 15c per bag on Saturday last. The reason given for this is the quiet state of business. One of the refiners considered there was no justification for it, and the feeling generally expressed by the trade is that it will not be long before prices are put back where they were. Immediately following this reduction, the market for raws advanced. Sugar is a puzzle to the refiners, and everybody else. They never know what the raw market is going to do. Of late it has been see-sawing. Dealers who loaded up in January will be compelled to replenish before many weeks. Next month and in June there will be a big demand for sugar, and it is natural to expect higher prices. Under these conditions it would not be surprising to find a big rush for sugar at this lower price, after which higher prices will probably prevail.

	Per 100 lbs.
Extra Granulated Sugars—	
100 lb. bags	6 65
20 lb. bags	6 75
2 and 5-lb. carton	6 95
Yellow Sugars—	
No. 3	6 50
No. 1	6 25
Extra Ground Sugars—	
Barrels	7 05
50 lb. boxes	7 25
25 lb. boxes	7 45
Powdered Sugars—	
Barrels	6 85
50 lb. boxes	7 05
25 lb. boxes	7 25
Paris Lumps—	
100 lb. boxes	7 40
50 lb. boxes	7 50
25 lb. boxes	7 70
Crystal Diamonds—	
Barrels	7 30
100 lb. boxes	7 40
50 lb. boxes	7 50
25 lb. boxes	7 70
Cartons and half cartons	8 05
Crystal Dominoes, cartons	8 15

DRIED FRUITS.—Wholesalers advise the purchase of prunes now. In case the war should end in the fall, Austria and Germany would surely be in the market, and the market would go up. There is not a great quantity in first hands, and this being one of the cheapest articles of food, prices are favorable, especially for early shipments. Dates and figs are moving slowly. Tendency is in favor of package dates. There is a good demand for currants, but holders are asking too high prices. Sultanas are scarce. Candied peels are now being made in Canada. A new price list is out, and, compared with import stuff, they are low. If Canadian firms can put a good article on the market, they will figure in this business. The trade is surprised that something along these lines was not done before. It will be July or August before the Canadian product is on the market, and until then prices will not be affected much.

EVAPORATED FRUITS.	Per lb.	
Apples, best winter	0 07¼	0 08½
Apricots	0 15	0 17
Nectarines, choice	....	0 11½
Peaches, choice	0 09½	0 10½
Pears, choice	....	0 13½

DRIED FRUITS.

Candied Peels—		
Citron	0 20	0 21
Lemon	0 13½	0 14
Orange	0 13½	0 14
Currants—		
Amalias, loose	....	0 07½
Amalias, 1-lb. pkgs.	....	0 08
Filiatras, fine, loose, new	....	0 07½
Filiatras, packages, new	....	0 08½
Vostizzas, loose	....	0 08½
Dates—		
Dromedary, package stock, per pkg.	....	0 09
Fards, choicest	....	0 12½
Hallowee, loose	....	0 08
Hallowee, 1-lb. pkgs.	0 07½	0 08½
Figs—		
8 crown, 12 lb. boxes, fancy, layer, lb.	....	0 14
7 crown, 12 lb. boxes, fancy, layer, lb.	....	0 14
6 crown, 12 lb. boxes, fancy, layer, lb.	....	0 13½
1 lb. glove boxes, each	....	0 12
Prunes—		
30 to 40, in 25-lb. boxes, faced	....	0 14
40 to 50, in 25-lb. boxes, faced	....	0 13
50 to 60, in 25-lb. boxes, faced	....	0 12
60 to 70, in 25-lb. boxes, faced	....	0 11
70 to 80, in 25-lb. boxes, faced	....	0 10
80 to 90, in 25-lb. boxes, faced	....	0 09½
90 to 100, in 25-lb. boxes, faced	....	0 09
Raisins—		
Malaga, table box of 22 lbs., 3-crown cluster, $2.60; 5-crown cluster	....	3 60
Muscatels, loose, 3 crown, lb.	....	0 08½
Sultana, loose	0 09½	0 11
Valencia, selected	....	0 09
Valencia, 4-cr. layer	....	0 09¼
Cal. seedless, 16 oz.	....	0 11
Seedless, 12 oz.	....	0 09
Fancy seeded, 16 oz.	....	0 10
Choice seeded, 16 oz.	....	0 09½

Prices quoted on all lines of fruits are liable to be shaded for quantities, according to the state of market.

RICE.—Little is heard either of samples or quotations of new crop imported rices. At present, it is stated, they cannot be imported, as prices are higher than Canadian rices.

Rangoon Rices—	Per cwt.
Rangoon "B"	3 60
"C.C."	3 50
India bright	3 75
Lustre	3 85
Fancy Rices—	**Per cwt.**
Imperial Glace	5 60
Sparkle	5 70
Crystal	5 45
Ice drips	5 80
Snow	5 70
Polished	4 85
Pearl	5 05

Prices are per 100 lbs., packed in bags (250 lbs.), half-bags (100 lbs.), and quarter-bags (50 lbs.); add 10c per 100 lbs. for pockets (25 lbs.), and 20c for half-pockets (12½ lbs.).

Imported Patna—	Per lb.	
Bags, 224 lbs.	0 06	0 06½
Half bags, 112 lbs.	0 06¾	0 06
Quarter bags, 56 lbs.	0 06¾	0 06¼
Velvet head Carolina	0 09¾	0 10½
Sago, brown	0 06¼	0 06
Tapioca—		
Pearl, lb.	0 05	0 05½
Seed, lb.	0 05	0 05½

MOLASSES.—Cables were received by brokers here that the market in Barbadoes is down ½c. Quotations in Barbadoes were 25½c, and are now 25c. This is insignificant when the enormous advance in freight rates over last year is considered. The man who was offered fancy molasses laid down in Montreal at 38½c is on the fence, declaring that he expects a marked reduction in freights before long. Steamship companies quote $7.50 per puncheon, whereas the freight rate last year varied between $2.50 and $3. It is expected that the high freights will be a temptation for others, and as soon as one comes in there will be others, and freights will drop. Wholesalers express themselves in bulldog fashion: "We'll do without molasses." Planters believe they can't do without molasses, and will have to come in sooner or later. In the meantime canes are being sold for the manufacture of sugar, and it is predicted that fancy molasses will not exceed 40,000 to 45,000 puncheons. It is believed that sailing vessels will be used to bring molasses here.

	Prices for Island of Barbadoes Molasses—	Montreal. Fancy.	Choice.
Puncheons		.45	.41
Barrels		.48	.44
Half barrels		.50	.46

For outside territories prices range about 2c lower for fancy; nothing for choice.

Carload lots of 20 puncheons or its equivalent in barrels or half barrels, to one buyer, may be sold at "open prices." No discounts will be given.

Corn Syrups—	
Barrels, per lb., 3¾c; ½ bbls., 4c; ¼ bbls.	0 04¼
Pails, 38½ lbs., $1.95; 25 lbs.	1 46
Cases, 2 lb. tins, 2 doz. in case	2 65
Cases, 5 lb. tins, 1 doz. in case	3 00
Cases, 10 lb. tins, ½ doz. in case	2 90
Cases, 20 lb. tins, ¼ doz. in case	2 85
Maple Syrups—	
New, pure, per 8½ lb. tin	0 70
Pure, in 15 gal. kegs, 8c per lb. or, per gal.	1 15
Maple sugar, pure, per lb.	0 11 — 0 12

COFFEE.—There is no change in prices. Business lacks life and is just dragging along.

Coffee, Roasted—		
Bogotas	0 26	0 30
Jamaica	0 23	0 24
Java	0 31	0 36
Maricaibo	0 22	0 25
Mexican	0 27	0 28
Mocha	0 33	0 36
Rio	0 17	0 20
Santos	0 21	0 23
Chicory, per lb.	0 10	0 12

SPICES. — A Montreal wholesale house recently wrote to one of the largest handlers of pepper in New York stating that they were short of peppers, and begging them to hurry on supplies. The following reply was received: "We know of at least two big merchants who practically had to "shut down" because they simply cannot get pepper. It is not a question of what price they want to pay; they cannot get it until the vessels come in, and supplies here are so small that it is impossible to get anything, no matter what you pay; and as soon as the arrival stuff makes it appearance, it is quickly snapped up."

The Montreal wholesale house states that it looks as if we must face higher prices for certain lines of spices. "The retailers for years have been in the habit of selling black and white pepper at a more or less fixed price; when peppers were low, they made an excellent profit, and right along have always been able to make profit on bulk peppers. The time, however, is fast approaching when mills will have to advance their prices pretty close to the old selling prices of peppers by the retailers. There is a tendency to sell spices in cartons. This, of course, also adds to the cost. It seems to us that the 4 oz. package will almost at once have to be replaced by the 2½ oz. package."

	5 and 10-lb. boxes.	¼-lb. pkgs. dozen.	¼-lb. tins lb.
Allspice	—0 17	0 70—0 80	—0 24
Cassia	—0 23	0 78—1 05	—0 31
Cayenne pepper	—30	1 08—1 21	—0 36
Cloves	—0 41	1 21—1 31	—0 48
Cream tartar—40c.			
Ginger, Cochin	0 18—0 24	——	——
Ginger, Jamaica	—0 23	1 00—1 15	—0 31
Mace	—0 80	1 00—1 15	—1 00
Nutmegs	—0 40	1 08—1 26	—0 75
Pepper, black	—0 25	0 90—1 00	—0 31
Pepper, white	—0 34	1 15—1 20	—0 40
Pastry apice	—0 23	0 95—1 20	—0 31
Pickling apice	—0 16	0 85—1 00	0 80—0 95
Turmeric	0 21—0 23	——	——

Lower prices for pails boxes or bailers when delivery can be secured.

Cardamon seed, per lb., bulk	2 00	2 50
Carraway—		
Canadian	....	0 13
Dutch	0 15	0 16
Cinnamon, China, lb.	0 20	....
Mustard seed, bulk	0 19	0 23
Celery seed, bulk	0 36	0 46
Cayenne chillies	....	0 35
Shredded cocoanut, in pails	....	0 19½

NUTS.—The shelled walnut market is easy again, import prices for April shipment having dropped to 29c. Unfortunately the quality of stuff coming in is not all good, and little can be gathered from quotations alone. Hundreds of cases have been refused within the past few weeks, and much dissatisfaction has been felt by consignees. Stuff arriving now is selling for 31c, whereas good spot stocks cannot be bought for much less than 34c. These, it should be understood, are import prices. Retailers are paying from 34c to 37c. This market is the most active just now. Other lines are quiet. The steamship Ville de Rouen, recently torpedoed, carried 3,500 cases of shelled walnuts, but had no effect on the market. New Brazils are offered to the trade around 14c, and are not expected to go any lower.

Almonds, Tara	0 16	0 18
Grenobles, new	0 14	0 16
Marbots, new	0 15	0 16
Shelled walnuts, new, per lb.	0 34	0 37
Shelled almonds, 28-lb. boxes, per lb.	0 38	0 40
Sicily filberts	0 13	0 14
Filberts, shelled	....	0 23
Pecans, large	....	0 18
Brazils, new	....	0 14
Peanuts, No. 1, 12½c; No. 2	....	0 11½
Peanuts, No. 3	....	0 10
Canadian chestnuts	....	0 12

DRIED VEGETABLES.—The bean market remains easy, offerings being plentiful, and sales few and far between. Most dealers filled up when prices were high, and are unwilling to buy more until they are cleaned up. The opinion is freely expressed that the farmers will be compelled to "come off their perch;" on the other hand, it is well known that the low prices of late were caused by farmers letting go because they needed the money. The quantity of beans in the hands of farmers and shippers cannot be big when it is considered that there are seven months yet before the new crop. Retailers can buy as low as $3 for 3-lb. pickers, but the average price is around $3.15. There was a slight easing off in the market for split peas this week, and offerings were more liberal. Wholesalers bought at $4.75, which is ten cents below what was paid for old stocks. Retailers still have to pay $5.25 per bag, and even as high as $5.50.

TEAS.—The market continues strong. A local wholesaler received an offer this week for 200 boxes of Japans from a broker. He turned the offer down, although it was a good one, preferring to hold for higher prices. He believes he will get them. At the price he was offered he would not be able to replace his stock. Ceylon orange Pekoes are being offered to the trade at about 26c, but the quality is rather poor.

COCOA.— The large demand from Europe and short crops in the West Indies, coupled with the demand for cocoa powder for the European armies, have had the effect of advancing prices of cocoa beans 40 per cent. All cocoa and chocolates are likely to be high, including cocoa butter and cocoa butter substitutes.

CANNED GOODS.—All those who handle canned goods are looking hopefully towards a better basis for quotations. In the meantime, extraordinary prices are being quoted this week. One firm was offering 4,000 cases of corn and wax beans at 67½c, and there was also an offer of 10,000 to 15,000 cases of corn at 60c delivered Montreal. As the wholesalers cannot look at any offers of canned goods just now, being well supplied generally, these are being offered to retailers who are in a position to buy, and at prices which makes competition for the small city retailer almost impossible.

A wholesaler who handles independent stuff, speaking of the situation, described it as not at all settled. Merchants dealing with him, he said, were able almost to buy at their own price. They did not know what to sell tomatoes at. If they asked 85c from a dealer, and the dealer cut the price down to 80c, they did not refuse it. They were not letting any business slip out of their hands these days, he said.

Inquiries have arrived this week from England, almost exclusively for tomatoes. Shippers are having difficulty in filling orders because of the high freights being charged, which makes competition with New York houses almost impossible. Shipping companies, by keeping rates up, are tending to drive this business away. New prices are in on Spanish peas. There will be little, if any at all, from France this year. Offers of Spanish peas are small, and only a fraction of what the trade will require.

Latest information is that prices of salmon will not be higher before the arrival of the new pack. In the West packers are carrying heavy stocks of some grades. The B. C. Government did not place their orders, and people are getting tired of holding. They are letting their stocks go in order to be ready for the new pack. The softness in the market is felt principally in Cohoes and Chums.

ONTARIO MARKETS.

Toronto, April 16.—The tie-up on freights from England is getting worse instead of better, and while it is not acute in its effect on most merchants and importers, it will be in two or three months' times unless things alter. Such things as jams, pickles, fruits and specialty stuff are not coming forward. There is scarcely enough mustard on the street to spread over a ham sandwich! This lack of bottoms is half the reason of high tea prices. People this side the water can't get the stuff they buy forwarded. The same applies to spices. It looks as if it were good policy for importers to buy spices as heavily as other circumstances will permit.

Collections continue good, that is, compared with four of five months ago. The country towns are in good shape, and Toronto improves as the weeks go by.

Navigation from the head of the lakes is not far away now and on the 19th the cargo ships will leave Thunder Bay. The St. Lawrence, too, will shortly be a navigable highway again.

SUGAR.—For some inexplicable reason prices declined last Saturday fifteen cents. No one seems to know why this is. One thing is more or less certain—as certain as any prognostication about this market may be—and that is that the lower prices won't obtain very long. The raw situation in New York did not apparently warrant the decline. The position of raws was weak for a day or two before the decline. They were off ¼c. But this was partially recovered with a decided improvement in tone a day or two later so that the weakness was only temporary, and was probably caused by the arrival of unused sugars pressed for sale on unwilling markets. The United States refiners have found deliveries disappointing and with regard to the future it looks as if higher prices will obtain. The season of largest consumption is approaching and production is falling off, only the Java crop being a factor.

If the decline was made with a view to stirring up business it failed in so far as this market is concerned.

Extra Granulated Sugars, Montreal Refined—per 100 lbs.	
100 lb. bags	6 71
20 lb. bags	6 81
10 lb. bags	6 86
2 and 5-lb. cartons	7 00
Nova Scotia refined, 100-lb. bags	6 61
New Brunswick refined, 100-lb. bags	6 71
Extra Ground Sugars—	
Barrels	7 11
50 lb. boxes	7 29
25 lb. boxes	7 41
Powdered Sugars—	
Barrels	6 91
50 lb. boxes	7 11
25 lb. boxes	7 31
Crystal Diamonds—	
Barrels	7 36
100 lb. boxes	7 46
50 lb. boxes	7 56
Cartons (20 to case)	8 11
Cartons (50 to case)	8 61
Crystal Dominoes, cartons	8 11
Paris Lumps—	
100 lb. boxes	7 46
50 lb. boxes	7 56
25 lb. boxes	7 76
Yellow Sugars—	
No. 1	6 31

Barrels granulated and yellow may be had at 5c per cwt. above bag prices.

TEA.—Again the levels in the London market have advanced. One large firm here had a cable Wednesday stating that at Monday's and Tuesday's auctions all they got was 620 chests of tea, whereas they wanted at least 2,000 chests for their requirements. Their cable said that the market was from a farthing to a half-penny higher, and that possibly the prospect of an increase of duty in England was making all the large houses buy heavily. Anyway there was an un-

abated demand for tea of any and all kinds. We discussed with them the question of a further tax on teas going into England.

"Suppose," we asked, "the English budget comes down and the matter of duty is settled, one way or the other, would there not likely be a drop in the market produced by a slackening in the demand, most houses supposedly carrying fairly large stocks in England?" They replied, "No, because this would be far more than offset by the liquor legislation, and there is sure to be some sort of liquor legislation. If liquor were made a Government monopoly and they ceased to produce anything stronger than lager beer, we will venture to say that the consumption of tea in England, instead of three hundred million pounds, as it was last year, would be fully four hundred million pounds. This is a conservative estimate, because it has been shown from year to year that as the consumption of liquor and beer decreases, the consumption of tea increases and the suggested liquor legislation would be revolutionary." Higher prices still seem the likely future. There is no reason to suppose a drop, and tea men know it only too well. To revert to the question of a further British duty, we think it unlikely in view of the probable temperance legislation.

DRIED FRUITS.—There is little new in the market, and not a single price change. The tail-end of the season is responsible for the dullness of the market. Prunes remain the most interesting line; 50's to 60's are selling still—what there are—though most local stuff is cleaned up. There is some speculation in prunes for futures at prices advantageous to buyers and certainly lower than last year. Peaches display some activity and we quote choice at 8 to 8½c on these. Candied peels, currants and evaporated apples are slow; this latter was getting some business but it dropped off. Raisins are fairly firm, and there is some demand for them.

Apricots—		
Standard, 25 lb. boxes	0 13	0 14
Choice, 25 lb. boxes	0 14	0 1⅛
Apples, evaporated, per lb.	0 07½	0 08
Candied Peels—		
Lemon	0 13	0 14
Orange	0 13	0 14
Citron	0 19	0 22
Currants—		
Filiatras, per lb.	....	0 07½
Amalas, choicest, per lb.	0 08	0 08¼
Patras, per lb.	0 08¼	0 08½
Vostizzas, choice	0 09½	0 10
Cleaned, ½ cent more.		
Dates—		
Fards, choicest, 12-lb. boxes	0 09½	0 10
Fards, choicest, 60-lb. boxes	0 09	0 09½
Package dates	0 06	0 08½
Hallowees	0 07¼	0 07¾
Prunes—		
30-40s, California, 25 lb. boxes	0 14½	0 15
40-50s, 25 lb. boxes	0 12¾	0 13½
50-60s, 25 lb. boxes	0 12	0 12½
60-70s, 50 lb. boxes	0 10¾	0 11½
70-80s, 50 lb. boxes	0 09	0 09½
80-90s, 50 lb. boxes	0 08	0 09
90-100s, 50 lb. boxes	0 07¼	0 08
25-lb. boxes, ½c more.		
Peaches—		
Choice, 50-lb. boxes	0 08	0 08½
25-lb. boxes ¼c more.		
Raisins—		
Sultanas, choice, new	0 12	0 13
Sultanas, fancy, new	0 14	0 16
Valencia	0 09½	0 10
Seeded, fancy, 1 lb. packets	....	0 10½
Seeded, choice, 1 lb. packets	0 09¾	0 10¼
Seeded, choice, 12 oz.	....	0 08
Seedless, 16 oz. packets	0 10½	0 11
Seedless, 12 oz. packets	....	0 10

NUTS.—Shelled almonds and walnuts are the only lines displaying any activity and there isn't much in their case. It is the end of the season and business is dull. We quote shelled walnuts at 38 to 40c, but we hear of some selling at 36c. This is not general, however.

	Per lb.	
In Shell—		
Almonds, Tarragona	0 17½	0 18
Brazils, medium, new	0 10	0 11
Brazils, large, washed, new	0 12	0 13
Chestnuts, peck	1 75	2 00
Filberts, Sicily, new	0 13	0 14
Peanuts, Jumbos, roasted	0 12½	0 13½
Peanuts, band-picked, roasted	0 11	0 11½
Peanuts, fancy, roasted	0 09	0 10
Pecans	0 17	0 18
Walnuts, Grenoble	....	0 16
Walnuts, Bordeaux	0 11	0 12
Walnuts, Marbots	0 13	0 14
Shelled—		
Almonds	0 37	0 40
Filberts	....	0 35
Peanuts	0 11	0 11½
Pecans	0 58	0 62
Walnuts	0 38	0 40

MOLASSES AND SYRUPS.—Demand keeps about average and such buyers as have low stocks are content to have it so till the new stuff comes along. New stuff and what it will open at continues subject of interest.

	Per case.	
Syrups—		
2 lb. tins, 2 doz. in case	....	2 65
5 lb. tins, 1 doz. in case	....	3 00
10 lb. tins, ½ doz. in case	....	2 90
20 lb. tins, ¼ doz. in case	....	2 85
Barrels, per lb.	....	0 03¾
Half barrels, lb.	....	0 04
Quarter barrels, lb.	....	0 04¼
Pails, 38½ lbs. each	....	1 95
Pails, 25 lbs. each	....	1 40
Molasses, per gallon—		
New Orleans, barrels	0 26	0 28
New Orleans, half-barrels	0 28	0 30
West Indies, half barrels	0 26	0 28
Barbadoes, fancy, barrels	0 46	0 48
Barbadoes, fancy, half-barrels	0 47	0 51
Maple Syrup—Pure—		
5 gallon cans, 1 to case	6 45	6 60
Gallons, 6 to case	6 60	8 00
½ gallons, 12 to case	6 95	7 25
Quarts, 24 to case, in glass	7 00	7 25
Pints, 24 to case	4 00	5 90
Maple Sugar—		
Pure, per lb.	....	0 12½
Maple Cream Sugar—		
24 twin bars	....	1 80
40 and 48 twin bars	3 60	4 85
Maple butter, lb. tins, dozen	....	1 90

COFFEE.—Market is in strong shape and it is an advancing market, particularly for Rios and Santos. Higher grades are quiet and steady.

Coffee—		
Standard Old Govt. Java	0 36	0 38
Plantation Ceylon	0 32	0 34
Java	0 35	0 40
Arabian Mocha	0 34	0 37
Guatemala	....	0 30
Bucramanga	0 30	0 32
Mexican	0 30	0 32
Maracaibo	0 27	0 30
Jamaica	0 24	0 26
Santos	0 18	0 22
Rio	0 15	0 17
Chicory	....	0 14

RICE AND TAPIOCA.—Prices on tapioca are about half a cent higher. Freights are proving a nuisance and stuff is hard to get from Singapore. Both pearl and seed are selling as high as 8c a pound. Rice is in good shape—very firm.

Rice—		
Rangoon "B," per cwt.	....	3 48
Rangoon, per cwt.	3 50	4 00
Rangoon, fancy, per cwt.	....	5 00
Patna, fancy	0 07½	0 09
Tapioca—		
Pearl, per lb.	0 06	0 07½
Seed, per lb.	0 06	0 07½
Sago, brown, per lb.	....	0 05½

MANITOBA MARKETS.

Winnipeg, April 15.—The April business continues satisfactory. There is no tremendous rush but a steady flow of moderate sized orders.

The market is without any startling feature this week. There have been some changes in price, however, worth careful attention.

Brooms Up 25 Cents.

Brooms, as was indicated some time ago would likely be the case, have advanced in price 25c per dozen. Broom corn has advaneed rapidly in the South, and adding to this the higher price necessitated by the 7½ per cent. duty, it is easy to see how the manufacturers have been required to raise their price. The expectation is that brooms will go to a still higher figure, for broom corn is practically certain to advanee further. It is simply a case of one erop affecting another. With the high price of wheat more attention is likely to be given to this product, with the result that the broom corn will be somewhat reduced and will naturally fetch a higher price.

SUGAR.—Since last report sugar has declined 15 per cwt. The recent strong tone on the New York market has subsided. There are features to this market which renders it uncertain at the present time.

	Per cwt. in sacks.
Sugar, Eastern—	
Stadard granulated	7 20
Extra ground or icing, boxes	8 05
Extra ground or icing, bbls.	7 85
Powdered, boxes	7 85
Powdered, bbls.	7 65
Hard lump (100-lb. cases)	8 15
Montreal yellow, bags	6 80
Sugar, Western Ontario—	
Sacks, per 100 lbs.	7 10
Halves, 0 lbs., per cwt.	6 10
Bales, 20 lbs., per cwt.	5 15
Powdered, barrels	6 40
Powdered, 50s	5 75
Powdered, 25s	7 05
Icing, barrels	6 95
Icing, 50s	7 10
Icing, 25s	7 10
Icing, pails	7 00
Cut loaf, barrels	6 80
Cut loaf, 50s	7 05
Cut loaf, 25s	7 30
Sugar, British Columbia—	
Extra standard granulated	7 20
Bar sugar, bbls.	7 65
Bar sugar, boxes	7 85
Icing sugar, bbls.	7 85
Icing sugar, boxes	8 05
H. P. lumps, 100-lb. cases	8 15
H. P. lumps, 25-lb. boxes	8 40
Yellow, in bags	6 80
Corn Syrup—	
2s, per case 2 doz.	2 73
5s, per case 1 doz.	3 13
10s, per case ½ doz.	3 01
20s, per case ¼ doz.	3 02
B. C. Cane Syrups—	
2-lb. tins, 2 doz. to case, per case	3 15
5-lb. tins, 1 doz. to case, per case	3 50
10-lb. tins, ½ doz. to case, per case	3 30
20-lb. tins, 3 tins to case, per case	3 25

(These prices prevail in Winnipeg, Calgary, Regina, Moose Jaw and Lethbridge. For Edmonton and Saskatoon they are 5c case higher.)

	Per gal.
Molasses—	
Barbadoes	0.53
New Orleans	0 34
Maple Syrups—	Per case.
Imperial quarts, case, 2 doz.	5 40
Imperial ½ gals., 1 doz.	5 55
New, pure, ½ gal. case	9 00
New, pure, ½ gal., quarts, case 2 doz.	9 70
New, pure, quart bottles, case 2 doz.	9 75

DRIED FRUITS.—For some time information has been given here that raisins would shortly go up. It is very evident that this information has been acted upon, for the demand for raisins in

the last few weeks has been large. Those who bought have now cause to congratulate themselves for with the new arrivals upon which the new duty had to be paid, quite a general advance has taken place. This advance is, roughly speaking, from 1 to 2c per lb. The prices on raisins for the last three months have of course been exceedingly low.

Evaporated apples may go higher shortly, and muscatel raisins will rise as have the other lines.

Apples, evaporated, new, 50's	....	0 08½
Apricots, choice, 25's	....	0 13¼
Apricots, choice, 10'a	....	0 13¾
Apricots, standard, 25's	....	0 12¾
Currants—		
Dry clean	....	0 08
Washed	....	0 08½
1 lb. package	....	0 08⅞
2 lb. package	....	0 17⅝
Vostizzas, bulk	....	0 10
Dates—		
Hallowee, loose, per lb.	....	0 09
Hallowee, 1 lb, pkgs.	....	0 07½
Fard dates, 12-lb. boxes	....	1 25
Peaches—		
Standard, 25-lb. boxes	....	0 07
Choice, 25-lb. boxes	....	0 07½
Choice, 10-lb. boxes	....	0 08½
Raisins, Muscatels—		
3 crown, loose, 25'a	....	0 08⅞
3 crown, loose, 50'a	....	0 08½
Raisins, Valencias—		
Fine selected	2 40	2 45
Four crown layers	....	2 45
Choice, seeded, lb.	....	0 11¼
Fancy seeded, lb.	....	0 11½
12-oz. packages, fancy	....	0 08⅞
12-oz. packages, choice	....	0 08¾
Raisins, Sultanas—		
Corinthian Gianta	....	0 13¾
Superfine	....	0 12½
Finest	....	0 11½
Fine	....	0 10¾
Prunes, in 25-lb. boxes—		
90 to 100	....	0 08¾
80 to 90	....	0 08¾
70 to 80	....	0 09¾
60 to 70	....	0 10
50 to 60	....	0 11
40 to 50	....	0 11⅜
Table Layer Figs—		
7-crown, 3-lb. boxes, per lb.	....	0 15½
6-crown, 10 lb. boxes, per lb.	....	0 13¾
5-crown, 10-lb. boxes, per lb.	....	0 12½
4-crown, 10-lb. boxes, per lb.	....	0 11⅞
3-crown, 10-lb. boxes, per lb.	....	0 11⅞
Glove boxes, per doz.	....	1 70
Cooking figs, taps, about 25 lbs., lb..	....	0 05⅞
Cooking figs, choice naturals, 28-lb. bags, per lb.	....	0 05⅝

BRITISH COLUMBIA MARKETS.

(By Wire.)

Vancouver, April 15.—Prices show no change this week in staples; 9,000 boxes of New Zealand butter arrived on Saturday and it is opening up well. Smoked meats are likely to advance as supplies are becoming scarce. Few Texas strawberries showing $5.50. Small oranges scarce. Pears from Australia make a fine showing. Haddies are up one cent. Local eggs are coming in fairly large quantities. Local vegetables are arriving freely. Two cars of Okanagan canned fruit, the last of last year's pack, has been received in Vancouver.

PRODUCE AND PROVISIONS.

Butter, creamery, per lb.	35½c
New Zealand cubes	35—36 c
New Zealand brick	36—36½c
Cheese, per lb., large	20½c
EGGS—	
Local fresh	24 to 26 c
Extra selected	23 c
Vancouver Island	26 c
Lard, 3's, per case	$7 70
Lard, 5's per case	7 60
Lard, 10's per case	7 50
Lard, 20's each	2 50

GENERAL.

Beans, Ontario, per lb.	05½c
Cream of tartar, lb.	50 c
Cocoanut, lb.	18½c
Cornmeal, bail	$3 00
Evap. Annles, 50's	08¾c
Flour, 49's, bbl.	8 55
Lemons, box	3 75 4 25
Potatoes, per ton	20 00
Rolled Oats, bail of 80 lbs.	3 85
Onions, lb.	02¼c
Oranges, box	2 75 3 00
Rice, 50's, sack	1 90
Sugar, standard, gran., per cwt.	7 45
Sugar, yellow, per cwt.	6 80
Walnuts, sbelled, lb., 40c; Almonds	42 c

CANNED GOODS.

Apples, gals. 6|case	$1 50
Beans, 2's	2 05
Corn, standard, per 2 dozen case	2 10
Peas, standard, per 2 dozen case	2 05
Plums, Lombard, 2's, case	2 60
Peaches, 2½'a, case	4 50
Strawberries and raspberries, 2'a, case	4 80
Tomatoes, standard, per dozen, case	2 20

SALMON.

Sockeye, 1'a, 4 doz. case	$9 00
Sockeye, ½'a, 8 doz. case	10 75
Coboes, 1's, 4 doz. case	4 75
Humpbacks, 1'a, 4 doz. case	4 00

DRIED FRUITS.

Apricots, per lb., 14c; Apples, lb.	08¾c
Currants, per lb., 08½c; Raisins, aeeded, lb.	09½c
Prunes, 70-80, 25'a, lb.	09¾c
Peaches, per lb.	07 c
White Figs, per lb.	07 c

ALBERTA MARKETS.

(By Wire.)

Edmonton, April 15.—There is a great scarcity in butter of all descriptions in city. This seems a foolish predicament in view of the fact that last fall quantities were sent away instead of storing. Trade seems considerably disturbed owing to new stamp duty. It is expected that a number of orders will go to the dead letter office and stay there. There have been slightly cheaper offerings of Japan beans. The only changes are in sugar and rice. Granulated sugar is down 15c to $7.65 and $7.75 and yellow is down the same to $7.25. Rice is now quoted at three eighty instead of three ninety. There are no changes in market prices of produce and provisions, canned goods or fruit.

Produce and Provisions—		
Cheese, per lb.	0 21	0 22¼
Butter, creamery, per lb.	....	0 39
Butter, dairy, No. 1, 28c; No. 2	....	0 25
Lard, pure, 3's, per case	....	7 85
Lard, pure, 5'a, per case	....	7 80
Lard, pure, 10'a, per case	....	7 75
Lard, pure, 20'a, each	....	2 57
General—		
Beans, Ontario, per bushel	3 75	3 90
Beans, Japan, per bush.	3 90	4 00
Coffee, whole roasted, Rio	....	0 16
Evaporated apples, 60's	0 08½	0 09
Potatoes, per bush.	0 65	0 70
Rolled oats, 20's, 93c; 40's	....	1 83
Rolled oats, bail, $4; 80's	....	3 60
Flour, 98's	3 95	4 10
Rice, per cwt.	....	3 80
Sugar, standard gran., per cwt.	7 65	7 75
Sugar, yellow, per cwt.	....	7 25
Canned Goods—		
Apples, gals., case	....	1 50
Corn, standard, per two dozen	2 00	2 10
Peas, standard, 2 dozen	....	2 10
Plums, Lombard	....	2 20
Peaches	....	3 25
Strawberries, $4.45; raspberries	....	4 00
Tomatoes, standard, per dozen	....	2 50
Salmon, sockeye, 4 doz. talls, case, ls	....	7 50
Cohoes, 1's, $5.75; humpbacks, 1's	....	4 35
Fruits—		
Lemons	....	4 00

SASKATCHEWAN MARKETS.

By Wire.

Regina, April 15.—Seeding is now general throughout the province, weather being fine and warm, making conditions ideal for early seeding. Markets show some little changes. Eggs are coming in heavily and now wholesaling at 19c, an advance of 1½c. Cheese is up a shade to 20½c and 20¾c. A few early strawberries are to hand on local market. Butter still is scarce, dairy commanding 30c and creamery 35c. Lard has advanced considerably; 3's are now $8.50, 5's $8.45, 10's $8.40, 20's $2.70. Sugar declined on the 10th 15c, and is now wholesaling at $7.44.

Produce and Provisions—		
Buttery, creamery, per lb.	....	0 35
Butter, dairy, No. 1	....	0 30
Cheese, per lb., large	0 20½	0 20¾
Eggs, new laids	....	0 19
Lard, 3's, per case	....	8 50
Lard, 5's, per case	....	8 45
Lard, 10's, per case	....	8 40
Lard, 20's, each	....	2 70
General—		
Beans, Ontario, per bushel	....	3 90
Coffee, whole roasted, Rio	0 17	0 17½
Cream of tartar, lb.	....	0 52
Cocoanut, lb.	....	0 20½
Cornmeal, bail	....	3 12
Evap. apples, 50's	....	0 08½
Flour, 98's	....	3 95
Potatoes, N.B., per busb., 95c; Ontario	....	0 90
Rolled oats, bail of 80 lbs.	....	3 50
Onions, Val.	....	5 00
Oysters, per gal.	....	2 50
Rice, per cwt.	....	3 90
Sugar, standard, grand., per cwt.	....	7 44
Sugar, yellow, per cwt.	....	6 25
Walnuts, shelled, 44c; almonds	....	0 53
Canned Goods—		
Apples, gals., case	....	1 35
Broken beans, 2's	....	2 65
Beans	....	2 28
Corn, standard, per 2 dozen	....	2 28
Peas, standard, per 2 dozen	....	2 28
Plums, Lombard	2 15	2 28
Peaches	....	3 21
Strawberries and raspberries	....	4 05
Tomatoes, standard, per dozen	2 40	2 65
Salmon—		
Sockeye, 1's, 4 doz. case	....	9 85
Sockeye, ½'s	....	12 35
Coboes, 1's	....	6 00
Humpbacks, 1's	....	4 60
Fruits and Vegetables—		
Apples, per bbl., in Ontario	....	4 35
Apples, fancy, box	....	1 60
Cranberries, per bbl.	....	7 00
Grapefruit, per cratc	....	4 50
Sweet potatoes, per crate	....	4 50
Lemons	....	4 75
Oranges	3 25	4 00
Dried Fruits—		
Apricots, per lb.	....	0 12¾
Apples, per lb.	....	0 07½
Currants, per lb.	....	0 08⅝
Prunes, 70-80, 25's, lb.	....	0 10½

NEW BRUNSWICK MARKETS.

(By Wire.)

St. John, April 15.—Aside from drop in sugar, market is quiet. All grades sugar went down 15c. Standard is now $6.80, United $6.70, Bright $6.60 and No. 1, $6.30. Later reports indicate a strengthening of market and dealers don't look for lower quotings, thinking present drop just temporary. Lemons are high at $7.60. Stocks of old cheese are exhausted and new is selling well.

The R. M. A. convention has brought a large number of outside merchants to St. John this week.

Produce and Provisions—		
Bacon, breakfast, per lb.	0 20	0 23
Bacon, roll, per lb.	....	0 17
Beef, barrel	23 00	27 00
Beef, corned, 1's	2 75	3 35
Pork, American clear, per bbl.	25 00	26 00
Pork, domestic, per bbl.	24 00	25 00
Butter, dairy, per lb.	0 27	0 28
Butter, creamery, per lb.	0 31	0 32
Eggs	0 20	0 21
Lard, compound, per lb.	0 11¼	0 11½
Lard, pure, per lb.	0 13	0 13½
Cheese	0 20	0 21
Cheese, new	0 19½	0 20
Flour and Cereals—		
Cornmeal, gran.	....	5 75
Cornmeal, ordinary	....	1 85
Flour, Manitoba, per bbl.	....	8 65
Flour, Ontario	....	8 30
Rolled oats, per bbl.	....	8 00
Oatmeal, standard, per bbl.	....	8 50
Fresh Fruits and Vegetables—		
Lemons, Messina, box	....	7 00
Oranges, Val., case	4 00	5 50
Potatoes, bbl.	1 35	1 45
Sugar—		
Standard granulated	....	6 80
United Empire	....	6 70
Bright yellow	....	6 60
No. 1 yellow	....	6 30
Paris lumps	....	7 60
Lemons, Messina, box	....	....
Beans, hand-picked, bush.	3 60	3 65
Beans, yellow eyes, per bush.	3 85	3 90
Canned pork and beans, per case	2 60	2 90
Molasses, fancy, 44c; Barbadoes	0 39½	0 40
Cream of tartar, per lb., bulk	0 38	0 41
Currants, per lb.	0 08¾	0 09
Rice, per cwt.	4 50	4 75

Tomatoes, Cocoanuts and Cabbage Scarce

Firmer Situation in Cocoanuts,—Tomatoes From Florida Getting $5 — Celery Strong; Asparagus Arriving—Cranberries and Grapes Pretty Well Cleaned Up.

MONTREAL.

FRUITS.—One of the principal items in the market this week is a firmness in cocoanuts, which now cost $4.60 laid down here, and are selling to the retail trade for $5 for 150 and 100 sizes. They are scarce, which accounts for advance. Strawberries are selling this week at 25-30c per quart, but the quality is only fair. There are some coming in from New York by express of better quality, which are worth 40c. There is a good demand for them, and will be a better demand as soon as the warm weather comes along. Pineapples are up a little, and are costing $4.75 to the retailer. They are coming in mostly green, having been cut too soon. Grapefruit are easier here. Hothouse grapes are coming in, and these are quoted at $1 to $1.25.

Apples—		
Baldwins, No. 1, bbl.	....	3 75
Ben Davis, No 1, bbl.	....	4 00
Spies, No. 1, bbl.	....	4 50
Starks, No. 1	....	4 50
Russets, No. 1, bbl.	....	4 50
Fameuse, No. 1, bbl.	....	6 00
McIntosh Reds, No. 1, bbl.	....	6 00
No. 2 varieties, 50c to $1 less per barrel.		
Bananas, crate	2 00	2 25
Cocoanuts, sack	4 00	5 00
Cranberries, bbl.	....	5 00
Grapefruits, case	2 00	2 50
Grapes, Malaga, keg	5 00	6 00
Grapes, Belgium hothouse, lb.	1 00	1 25
Lemons—		
Messina Verdelli, extra fancy, 300 size	2 75	3 00
Oranges—		
Cal Navel, 126-150-176-200-216-250-288	....	3 00
Cal., 96-100 size box	....	3 00
Florida, 176-200-216	....	3 00
Florida, 126-150	....	3 00
Mexican, 126-150-176-200-216-250	2 00	2 25
Valencias, 714 size, large cases	....	4 50
Bitter oranges	2 00	2 50
Pineapples, 18-24 per crate	4 00	4 75
Strawberries, per qt.	0 25	0 30

VEGETABLES. — Old cabbage are scarce, and have gone as high as $3 per bbl. New cabbage are worth $5, but are too dear. It is expected that the price will be down to between $3 and $4 soon. New beets and carrots are down, and are coming loose now, selling for $1 per doz. bunches. Celery is down to $3. There were six or seven cars in last week which brought the price down. There is a good demand for it. Good quality tomatoes are scarce. Many of those arriving have black spots, and are green. Choice Floridas are bringing $3.75 and fancy $4.50. Old beets are very cheap, selling for 40c or less per bag. Old carrots and turnips remain the same, and for the former there is a very good demand. Old parsnips are bringing $1.25 per bag, and are scarce. Red onions are expected to be as high.

Beets, new, doz. bunches	....	1 00
Beets, bag	....	0 40
Beans, wax, basket	....	5 25
Beans, green, basket	....	5 25
Cabbage, per bbl.	2 50	3 00
Cabbage, red, per bbl.	....	1 50
Cabbage, new, bbl.	....	5 00
Carrots, bag	....	0 75
Carrots, new, doz. bunches	....	1 00
Cauliflowers, Florida-Cal., doz.	2 75	3 00
Cucumbers, fancy, doz.	1 50	2 00
Celery, Florida	....	3 00
Horseradish, lb.	....	0 12½
Leeks, bunch	....	0 40
Curly lettuce, per box, 2 doz.	....	2 25
Curly lettuce, per box, 1 doz.	....	1 75
Mushrooms, 4 lbs., basket	....	2 25
Onions—		
Spanish, per case	....	5 00
Red, 100-lb. bags	1 75	2 00
Yellow, 100-lb. bag	2 00	2 25
Parsnips, bag	....	1 25
Parsley, Canadian, doz. bunches	....	0 35
Peppers, green, 3½-qt. basket	....	0 60
Potatoes—		
Montreal, bag	....	0 55
Green Mountain	0 65	0 70
New, bbl.,	....	9 50
Potatoes, sweet, Jersey, hpr.	....	2 50
Radishes, doz.	0 35	0 50
Rhubarb, hothouse, doz.	0 75	1 25
Spinach, American, in bbls.	....	4 00
Turnips, bag	....	0 75
Tomatoes, Florida, crate	....	4 00
Tomatoes, Bahamas, crate	3 00	3 50
Watercress, American, doz.	0 90	1 00
Watercress, Canadian, doz.	....	0 50

TORONTO.

FRUITS.—Strawberries from Florida are finding good market at 40-45c. The stuff is getting better each week. Some of it is not first-class yet. Cranberries are practically off the market. Buyers can get them for pretty well anything; it's a matter for the seller's conscience. Grapes too are pretty well cleaned up. A few Malagas are still selling. Lemons are firm with $3.50 as an outside price. Cocoanuts remain in good demand and market may advance. There has been an unusually big call for them this year. Pineapples—some fine stuff from Florida—are moving fairly freely. Spies and navels continue good sellers.

Apples—		
Wagners	....	2 75
Greenings	2 75	3 25
Baldwins	2 50	2 75
Spies	4 50	5 00
Seeks	2 25	2 50
Canada Reds	2 50	2 75
No. 2s, 40-50c less.		
Bananas, per bunch	1 40	1 75
Cocoanuts, sack	4 00	4 25
Grapes—		
Malaga, barrel	4 50	6 90
Malaga, fancy, barrel	5 00	6 00
Grapefruit	2 75	3 00
Oranges—		
Florida	2 25	2 50
California navels	2 50	2 75
Lemons, Messinas	3 00	3 50
Lemons, California	3 00	3 50
Limes, per 100	....	1 25
Pears—		
California, box	....	3 25
Canadian, late varieties	0 25	0 30
Pineapples, Porto Rico, case	4 75	5 00
Strawberries, qt. box	0 40	0 45

VEGETABLES.—Carrots are firmer at 45c to 50c. American carrots are worth 75c. Canadian cabbage is scarce and high at 75c a dozen. There isn't much of it, it is getting culled out. Asparagus has a limited demand at $6 a case. Beets are slow still at 50c. Hothouse cucumbers are lower by fifty cents. California celery is firm at $5 to $6. The large Boston head lettuce is practically off the market, and the smaller stuff, with $3 as an outside price, is selling well. Parsley at 35c a dozen is slow. Tomatoes find a good demand at $5.50 a case.

Asparagus, case	....	6 00
Beets, Canadian, bag	0 45	0 50
Beets, American	....	0 75
Cabbage, Canadian, dozen	0 50	0 75
Carrots, bag	0 50	0 75
Carrots, American	....	0 75
California cauliflower	3 75	4 00
Citrons, doz.	....	0 45
Cucumbers—		
Slicing, hothouse	2 75	3 00
Medium pickling sizes	0 35	0 75
Crate	4 00	4 50
Celery, California, case	5 00	6 00
Celery, Florida	3 00	3 25
Mushrooms, per lb.	0 70	0 90
Water cress, 11-qt. basket	....	0 50
Onions—		
Spanish, big crate	4 25	4 50
Can., 75-lb. bags	1 25	1 50
Can., 100-lb. sacks	1 65	1 75
Green peppers, basket	....	0 75
Potatoes, Delaware	0 65	0 70
Potatoes, Canadian, bag	0 60	0 65
Potatoes, Florida, new, bbl.	....	12 00
Parsley, basket, 11-qt.	0 30	0 35
Parsley, American	....	0 75
Pumpkins	0 10	0 20
Tomatoes, hothouse, lb.	0 25	0 30
Turnips, bag	....	0 30
Sweet potatoes, hamper	....	1 65
Lettuce, leaf	0 20	0 30
Lettuce, Boston, head, small	2 75	3 00
Parsnips, Canadian, bag	0 55	0 65
Persimmons, California, crate	....	2 50
Pommegranates, doz.	....	0 75
Pommegranates, crate	3 00	3 25
Rhubarb, hothouse	0 90	1 15

WINNIPEG.

FRUIT AND VEGETABLES.—Owing to the necessity of icing cars, and the higher price required to get the goods, grapefruit has advanced materially, being now quoted locally at from $3.25 to $4. As yet oranges are at the figures which have held for the past two or three weeks. They will go higher almost immediately, however. The navels are nearly over, with the result that on the

(Continued on page 113.)

General Decline in Fish Prices

Fresh Fish Coming Right Along—Lower Prices in Most Lines—Good Demand for Whitefish—Lobster Moving Well—Oysters Dull.

MONTREAL.

FISH AND OYSTERS. — Warm weather generally of past two or three days has stimulated the production of fish generally. Reports are current of a plethora of halibut on western coast, and as a result prices have been lowered to this market at 9c., which is a cut of about a cent per lb. below last week's prices. Fresh salmon has not arrived in any quantity yet, although a few eastern salmon have been sold at 50c per lb., and some western at 20c. Fresh river fish is also coming in more freely, and at better prices. Dore has been selling as low as 12c, which is a decline of 10c on the preceding week. The high price of a week ago was due mainly to the Jewish holidays. Close season will be on for dore from April 15 to May 15 inclusive. The demand is generally satisfactory, and the low prices prevailing are in favor of more fish being used as a food product. There is no doubt that the campaign in favor of fish as a food product is having its effect, and the trade ought to prepare for exceptionally large business from now on. "Eat fish," and particularly "Eat Fresh Fish," should be the slogan for the summer.

TORONTO.

FISH AND OYSTERS. — Fresh caught Lake Erie white fish is coming in right along now and price is down three cents to 15c. Perch is in too, though not much of it yet. It sells for 10c. Western halibut is moving freely and price is accommodating at 12c. Roe shad from New York has its own buyers but price—$1.60 each—is too prohibitive for general buying. Lobster is coming in plentifully and price is down a nickel. Lobster is in good demand. Oysters are rather dull. Little necks at $1.50 are selling reasonably well. Smoked lines have their usual custom.

Fresh fish is coming in freely and gets the business. Lake caught stuff is particularly in demand. Business all round continues good.

SMOKED FISH.

	Montreal	Toronto
Haddies, per lb., new cured	.07-.08	.10-.12
Haddies, 15-lb. and 30-lb. boxes, lb.	.07-.07½	.10-.12
Haddies, fillets, per lb.	.08	.12
Haddies, Niobe, boneless, per lb.	.08½	...
Herring, Ciscoe, per box	1.40	.12
St. John bloaters, 100 in box	110	1.20
Yarmouth, bloaters, 60 in box	1.20	1.27
Smoked herrings, medium, box	.20	...
Smoked boncless herrings, 10-lb. box	1.10	...
Kippered herrings, selected, 60 in box	1.50	1.25-1.60
Smoked salmon, per lb.	.25	.23
Smoked balibut	...	.20

FROZEN FISH—SEA FISH.

	Montreal	Toronto
Salmon—		
Gaspe, large, per lb.	.15	.21
Red, steel beads, per lb.	.12	.12-.13
Red, sockeyes, per lb.	.12	.10
Red, Coboes or silvers, per lb.	.08-.08½	.10
Pale, qualla, dressed, per lb.	.07-.07½	.07½-.08
Halibut, white western, large and medium, per lb.	.07½-.08	.09
Halibut, eastern chicken, per lb.	.07½-.08	.10
Mackerel, bloater, per lb.	.07½-.08	.09
Haddock, medium and large, lb.	.03½-.04	.10-.12
Market codfish, per lb.	.03½	.04
Steak codfisb, per lb.	.04-.04½	.10
Canadian soles, per lb.	.06	...
Blue fish, per lb.	.15-.16	...
Smelts	.09	.18-.20
Herrings, per 100 count	3 00	....
Round pike	.05-.5½	....
Grass pike	.06	.06½

DRIED AND PREPARED FISH.

Dried codfisb, medium and small, 100 lb.	7 00	7 50
Dried bake, medium and large, 100 lb.	6 00	....
Dried pollock, medium and large, 100 lb.	6 00	....
Dressed or skinless codfish, 100-lb. case.	7 25	8 00
Boneless codfisb, 2-lb. blocks, 20-lb. bxs., per lb.	0 08	0 08
Boneless codfisb, 2-lb. blocks, 20-lb. bxs., per lb.	0 07	0 07
Boneless codfish, strips, 20-lb. boxes	0 12	0 10
Shredded codfish, 12-lb. boxes, 24 cartons, a box	1 80	1 80
Boneless codfish, in 2-lb. and 3-lb. boxes	0 15	0 15

BULK OYSTERS, CLAMS, ETC.

Standard, solid meats, gal.	1 70	1 76
Standard, bulk, gal.	1 40	1 40
Selects, per gal., solid meat	2 00	2 50
Best clams, imp. gallon	1 50	....
Best scollops, imp. gallon	2 00	2 25
Best prawns, imp. gallon	2 25	....
Best shrimps, imp. gallon	2 25	....
Sealed, best standards, qt. cans, each.	0 40	....
Sealed, best select, quart cans, eacb.	0 50	....

CLAMS, MUSSELS AND SHELL FISH, CRUSTACEANS, ETC.

Cape Cod shell oysters, per bbl.	8 00	....
Canadian cultivated oysters, bbl.	9 00	10 00
Clams, per bbl.	6 00	8 00
Live lobsters, small, lb.	0 15	0 40
Live lobsters, medium and large, lb.	0 23	....
Live lobsters, medium and large	0 25	....
Winkles, bush.	2 00	2 00
Little necks, per 100	1 25	1 50

FRESH SEA FISH.

	Montreal	Toronto
Halibut	9 —11	0 12
Haddock, fancy, express, lb.	4½— 5	0 08
Steak, cod, fancy express, lb.	6 — 7	0 10
Herrings, Gaspereaux	3 — 4	....
Flounders	6 — 7	0 14
Salmon, Western	0 32	0 30
Salmon, Eastern	0 55	....

FRESH LAKE FISH.

Carp, lb.	0 12	....
Dore or pickerel, lb.	0 12	0 22
Pike, lb.	0 06	0 10
Perch, lb.	0 05	0 10
Suckers, lb.	0 04	0 07
Whitefish, lb.	....	0 15

FROZEN—LAKE AND RIVER.

White fish, large, per lb.	.08½-.09	.09
White fisb, small tulibees, per lb.	.05½-.06	.07
Lake trout, large and medium, lb.	.09	.12
Dore, dress or round, lb.	.08	.09-.10
Pike, dressed and headless, lb.	.06-.06½	.07
Pike, round, per lb.	.05½-.06	.06-.07

PICKLED FISH.

Salmon, Labrador, tierces, 300 lb.	20 00	....
Salmon, Labrador, bbls., 200 lbs.	14 00	....
Salmon, Labrador, half bbls., 100 lbs.	7 50	....
Salmon, B.C., bbls.	13 00	14 00
Sea trout, Baffin's Bay, bbls., 200 lb.	12 00	....
Sea trout, Labrador, bbls., 200 lb.	12 00	....
Sea trout, Labrador, balf bbls., 200 lb.	6 50	6 50
Mackerel, N.S., bbls., 200 lb.	12 00	....
Mackerel, N.S., balf bbls., 100 lb.	7 00	....
Mackerel, N.S., pails, 20 lbs.	1 76	2 00
Herrings, Labrador, bbls.	6 00	6 25
Herrings, Labrador, balf bbls.	3 25	3 25
Lake trout, 100-lb. kegs	6 00	6 00
Quebec sardines, bbls.	6 00	....
Quebec sardines, balf bbls.	3 50	....
Tongues and sounds, per lb.	0 07½	....
Scotch berrings, imported, balf bbls.	5 00	....
Holland berrings, imp'ted milkers, bf bbls	8 00	....
Holland berrings, imp'ted milkers, kegs.	0 95	0 75-1 00
Holland herrings, mixed, half bbls.	7 00	....
Holland berrings, mixed, kegs	0 85	0 70-0 95
Lochfyne berrings, box	1 35	....
Turbot, bbl.	14 00	....
Green cod, No. 1, bbl.	10 00	10 00
Green cod, No. 2, bbl.	8 50	8 50

WINNIPEG.

FISH.—It is expected that within a week there will be a lower price list, especially with regard to fresh salmon and halibut. These fish will then be coming in in larger quantities, and it will be possible to drop the price. Fresh lakefish are not expected until the middle of May and until they arrive the demand will not be very brisk. This is an off season in the fish business. There is a fair demand at present for frozen fish, which are getting cleaned up.

Fisb—		
New fresb jackfisb	....	0 03¾
New tulibees	....	0 06
Fresh whitefisb	....	0 08
Fresb pickerel	....	0 07½
Trout	....	0 10
Gold eyes	....	0 03½
Halibut	....	0 12
Frozen balibut	....	0 09
Salmon	....	0 18
Frozen salmon	....	0 10
Fresb cod	....	0 10
Fresh smelts	....	0 11
Oysters, per gal., Imperial	....	2 90
Carriers (4¼ Imperial gal.)	....	10 75
Sbell oysters, per cwt.	1 76	1 85
Sbell oysters, per bbl.	....	17 00
Haddies	....	0 09
Haddies, fillets	....	0 12½
Bloaters, box	....	1 50
Kippers, per box	....	1 75
Ocean herring, lb.	....	0 06

Owing to the difficulty of procuring French cream of tartar crystals and the extreme high price when obtainable, occasioned by the war conditions, some manufacturers are seeking for substitutes which will do satisfactory work. We have seen a report of one sample which on analysis is stated to be a perfect substitute for 99 per cent. French cream of tartar, compounded of acid phosphate and tartaric acid. The manufacturer claims that it conforms with the Government's food standards.

New Cheese on the Market

More in Montreal Than Toronto—Prices Very High—Butter Surprisingly Firm and Little Offering—No Change in Egg Situation—Poultry Very Strong.

MONTREAL.

PROVISIONS. — Hogs are slightly higher this week following a gradual rise, which has been taking place for the past month. If this continues, there will probably be higher prices in the provision market. One of the large wholesale dealers has raised price for pure lard ¼c all around.

Hams—		
Small, lb.	0 17	0 17½
Medium, per lb.	0 16	16½
Large, per lb.	....	0 16
Backs—		
Plain, bone in	....	0 21
Boneless	....	0 23
Peamcal	....	0 24
Bacon—		
Breakfast, per lb.	0 18	0 19
Roll	....	0 16
Shoulders, bone in	....	0 14
Shoulders, boneless	....	0 15
Cooked Meats—		
Hams, boiled, per lb.	0 24	0 25
Hams, roast, per lb.	....	0 28
Sboulders, boiled	....	0 25
Shoulders, roasted	....	0 26
Dry Salt Meats—		
Long clear bacon, 50-70 lbs.	....	0 15½
Long clear bacon, 80-100 lbs.	....	0 14½
Flanks, bone in, not smoked	....	0 15½
Barrelled Pork—	Per bbl.	
Heavy short cut mess	....	26 00
Heavy short cut clear	....	26 00
Clear fat backs	....	29 00
Clear pork	....	27 00
Lard, Pure—		
Tierces, 350 lbs. net	....	0 12¼
Tubs, 50 lbs., net	....	0 13
Boxes, 50 lbs., net	....	0 12½
Pails, wood, 20 lbs., gross	....	0 12¾
Pails, tin, 20 lbs., gross	....	0 12¾
Cases, 10 lbs. tins, 60 in case	....	0 13
Cases, 3 and 5-lb. tins, 60 in case	....	0 13¼
Bricks, 1 lb., each	....	0 13¾
Lard, Compound—		
Tierces, 375 lbs., net	0 09¾	0 10
Tubs, 50 lbs., net	....	0 10½
Boxes, 50 lbs., net	....	0 10¼
Pails, wood, 20 lbs., net	....	0 10¾
Pails, tin, 20 lbs., gross	....	0 10¾
Cases, 10-lb. tins, 60 in case	....	0 11½
Cases, 3 and 5-lb. tins, 60 in case	....	0 11½
Bricks, 1 lb., each	....	0 12½
Hogs—		
Dressed, abattoir killed	12 75	13 25

BUTTER.—New-make sold in the country last week-end for 35c. Stocks of fall make are practically cleaned up. Stuff has been brought in from Boston and Chicago costing 31-32c laid down, which would cost 24-25c over there. The quality is fair, but not their best. Old make is being quoted at 34c, and fresh made at 36c. The market for old make is down one cent.

Butter—		
Finest creamery, old	....	0 34
Finest creamery, new	....	0 35
Dairy prints	....	0 29
Dairy, solids	....	0 27
Separator prints	....	0 27
Bakers'	....	0 25

CHEESE.—New cheese is coming on to the market, selling for 17½-18c, which is about a cent lower than old, which has prevailed for weeks. Some people like this new cheese; others do not. The supply of new cheese has not been sufficient yet to change the tone of the market.

Cheese—		
Old make	0 18	0 19
New make	0 17½	0 18
Old specials, per lb.	....	0 20
Stilton	0 19	0 20

EGGS.—Heavy receipts have resulted in an easy market. Local sales are a bit slow. Some storing has commenced, but the larger operators are holding off until a lower basis is reached. They are looking for a 17c store price in the country in a few days, i.e., the farmers will sell to the country stores at 17c. A good many Canadian dealers are figuring on doing an export business in eggs with Great Britain, but advices from England state that price must be low in order to do business. To-day eggs can be bought in England for one shilling, which is a shade over 24c per dozen, which would net about 19c for best stock, free cases, and it can't be done very well at that price. England is getting all the supplies she wants from Egypt, Denmark, and other countries, and will have Russian eggs via Archangel before long. No Western business is expected this year, as in Manitoba and Saskatchewan eggs are plentiful, and stores there are buying three cents per dozen less than here. Early this week price for new-laids was 22c, with a reduction to 21c for five-case lots. Lower prices will probably be available by Saturday.

Eggs, case lots—		
New laids	0 21	0 22
Splits, new laid	....	0 20

POULTRY.—Jewish holidays being over, little stuff is coming in, and prices are down three or four cents. The market for refrigerator stocks is firm, especially for turkeys, which are scarce, and are quoted 26c. Large live fowl sold last week for 20c, and small for 18c. Dressed 5-lb. fowl sold for 19c, and small for 16c. Dealers are getting as high as 25c for spring broilers of 2-2½ lbs. Dressed turkeys sold for 25c, and live, some of which arrived last week, sold for 20c, ranging in weight from 10-12 lbs. The demand was very light. Live duck brought 27c, and were hard to get. Dressed duck went at 17c. No live geese are offering, and the demand is small. Dressed geese are worth 15c. Squabs sold for 60c per pair fresh killed. American squabs are worth $5 per dozen, weighing from 8 to 9 lbs.

Fresh Stock—	Live.	Dressed.
Fowl, 5 lbs. and over	19	17—18
Fowl, small	16	14—16
Spring chicken	.....	25
Fancy, crate-fed chickens, 5 lbs...	14—18	19—23
Turkeys, fancy	.....	20—25
Ducks	27	17
Geese	13—15	15
Pigeons, pair	.....	30—35
Squab pigeons, pair	.....	30

TORONTO.

PROVISIONS.—Hog products generally keep firm, and the tendency is to higher prices. Hams in the light are up a cent, though medium is down. Bacon is firmer and a trifle higher. Pure lard is up quarter of a cent. Prices on compound have been put up half a cent. by at least one house, though this may not be general. Lard situation is firm. Barreled pork is down a couple of dollars, with $27 as an outside price.

Hams—		
Light, per lb.	0 17	0 17½
Medium, per lb.	0 16	0 16½
Large, per lb.	0 14½	0 15
Backs—		
Plain, per lb.	0 20	0 21
Boneless, per lb.	0 23	0 24
Pea meal, per lb.	0 24	0 24
Bacon—		
Breakfast, per lb.	0 18	0 22
Roll, per lb.	0 14	0 15¼
Shoulders, per lb.	0 13½	0 14½
Pickled meats—1c less than smoked.		
Dry Salt Meats—		
Long clear bacon, light	0 13½	0 14
Cooked Meats—		
Hams, boiled, per lb.	0 22	0 24
Hams, roast, per lb.	0 23	0 24
Shoulders, boiled, per lb.	0 20	0 21
Shoulders, roast, per lb.	0 20	0 21
Barrelled Pork—		
Heavy mess pork, per bbl.	25 00	26 00
Short cut, per bbl.	26 00	27 00
Lard, Pure—		
Tierces, 400 lbs., per lb.	0 11¼	0 11¾
Tubs, 60 lbs.	0 12	0 13¼
Pails	0 12¼	0 12¾
Tins, 3 and 5 lbs., per lb.	0 13	0 13¼
Bricks, 1 lb., per lb.	0 13¼	0 13¾
Lard, Compound—		
Tierces, 400 lbs., per lb.	0 09	0 09½
Tubs, 50 lbs., per lb.	0 09¾	0 10
Pails, 20 lbs., per lb.	0 10	0 10¼
Hogs—		
F.O.B., live, per cwt.	....	7 45
Live, fed and watered, per cwt.	....	7 75
Dressed, per cwt.	10 00	10 50

BUTTER.—Butter market is surprisingly firm, with no lower prices in sight yet. They are overdue now, but don't materialize. The shortage on storage butters seems to be general. One dealer says he bought in five cars of American butter himself, and there is a lot of stuff coming from over the line to several dealers. This, too, in the face of a six-cent. duty. New make is coming in

small quantities, and no one seems to know just why. We quote 34c to 36c for it. It isn't coming in fast enough to be cheaper. Interesting to note that butter is selling at 8c more this year than last, and at that it is the American who is getting the business.

Butter—		
Creamery prints, fresh made	0 34	0 36
Separator prints	0 28	0 29
Dairy prints, choice	0 27	0 28
Dairy, solids	0 23	0 25
Bakers	0 20	0 24

CHEESE.—Stocks of old cheese are getting pretty well cleaned up, and the new make is coming along slowly. Price is around 18c, though we hear of some going cheaper than that. Export business is on American cheese pretty well. There isn't any domestic product to export, and American cheese is being bought and resold. Prices remain very firm.

Cheese—		
Old, large	0 19	0 19½
Old, twins	0 19¼	0 19¾
New, large	0 17½	0 18½
New, twins	0 18	0 19

EGGS.—There is no price change in eggs this week. Packers have started storing, and quantities are being bought for that purpose. Carton new-laids are worth 22c to 23c. We hear that country stores are selling for 18c in some cases. Deliveries continue heavy, and but for the big demand prices would ease from their present low level. We do not anticipate any decline, however, for a few weeks. American competition is not pronounced. They cannot do much better than Canadian farmers as to price, and, of course, supply is abundant enough right now, and likely to be.

Eggs—		
New laid, in cartons	0 22	0 23
New laid	0 20	0 21
Cracked eggs	0 18	0 19

POULTRY.—A firm tone is feature of this market. There is a good demand, particularly for live stuff, but there is little coming. Up to now season has been a good one, however, and a lot of birds have been sold. Even laying hens have come in. Prices have been good, and supposedly it has paid to sell fowl as poultry rather than keep them for eggs, in view of the cheap price of eggs.

Fresh Stock—	Live.	Dressed.
Fowl	12—15	13—15
Spring chicken, lb.	12—16	15—18
Fancy, crate-fed chicken, 5 lbs.	16—18	18—20
Turkeys, fancy		20—24
Turkeys, old Tom	15—16	18—20
Ducks	12—14	15—17
Geese	10—12	10—13

WINNIPEG.

PRODUCE.—No change in quotations for cured meats, and lard remains at the 13c quotation to which it was advanced a week ago. At this price it is firm, receipts being light.

Cured Meats—	
Hams, per lb.	0 20
Shoulders, per lb.	0 15
Bacon, per lb.	0 25
Long clear, D.S., per lb.	0 14
Mess pork, bbl.	21 00
Lard—	
Tierces	13 00
Tubs	7 95
Pails	2 73
Cases, 5s	8 32
Cases, 3s	8 40

BUTTER.—The market here is firm and bare. The condition, however, should improve, the new make being expected on the market within two or three weeks. No change has been made in price, creamery still being quoted at 35c.

Butter—		
Creamery, Manitoba		0 35
Dairy	0 27	0 31
Cooking	0 22	0 23
Bricks, 1 lb., per lb.	0 13	0 13¼

CHEESE.—The conditions are same as week ago. A fair demand and no change in price.

Cheese—		
New, large		0 20
New, twins	0 20½	0 21

EGGS.—Good supplies are coming in. The quality of the eggs, moreover, has improved greatly, which has resulted in packing becoming a real feature of the markets—one which will tend to keep prices up. Eggs are at present quoted at from 17c to 18c and are likely to remain at those figures.

Eggs, new laid, doz.	0 17	0 18

POULTRY.—Market here is firm and advances may be expected—due not only to the larger supply of poultry, but to the higher price being asked for other meats. Present quotations are:

Fresh Stock—		
Turkeys, per lb.	0 19	0 20
Ducks, per lb.	0 15	
Chickens, per lb.	0 18	

FRUIT AND VEGETABLES.

(Continued from page 110.)

primary markets buyers will have to pay more and the icing of cars will add something further to the expense. Oranges will probably advance 50c.

Apples—		
Washington		1 60
Apples, bbls.	4 50	6 00
B. C., box apples		1 50
Cranberries, case		2 75
Bananas, lb.		0 04½
Grapes—		
Emperor, per keg		5 00
Almeria, keg		8 00
Grape fruit	3 25	4 00
Lemons—		
California		3 75
Oranges, California Navels	3 00	3 50

VEGETABLES.—Washington spinach is now on the local market, being sold at $1.75 per 20-lb. cases. Rhubarb from Washington has also arrived, the prevailing quotation being $3 for 40-lb. cases. Texas cabbages are up in price, being now quoted at 4½c. At this figure the demand has fallen off materially. Onions also have taken an upward movement, present quotations being $3 per sack.

Celery, California	7 00	7 50
Texas cabbages		0 04½
Cauliflour, per doz.		2 00
Head lettuce, California, per doz.		0 90
Leaf lettuce, doz.	0 45	0 50
Onions—		
California, 100-lb. sacks		3 00
Valencia, per case	5 50	6 00
Parsley, per doz. bunches	0 40	0 50
Sweet potatoes, per lb.		0 06
Tomatoes, California, per case		6 00
Honey, comb, per case (24 sections)		5 50

THE WOMEN AND THE AUTO.

Some time ago there appeared a letter in Canadian Grocer in reference to the auto preventing women from getting out to the towns and villages as often as they used to in the past. The plea was set forth that the automobiles scare the farmers' horses, and that the women cannot drive them alone. A. Sitler, of Palmerston, Ont., brought this matter to the attention of Canadian Grocer, and made the claim that there are very few driving horses in the country at the present time afraid of the automobiles. "The horses are getting used to them," he said, "and it appears to me that it is the drivers who are more scared than the horses. A great many chauffeurs of course are not careful enough when using our highway."

INCREASING BUTTER AND EGG QUALITY.

(Continued from page 96.)

We have not forgotten that seed time is near. We have on hand a good stock of timothy, alsike, red clover and alfalfa seed; corn, both hill and ensilage; root seeds and garden seeds of all kinds.

In the feed line we have bran, shorts, mouley, ground and whole corn, oil cake, Blatchford's calf meal and pressed hay.

We guarantee the quality and price of all the commodities we sell. If our customers will take a little pains with their butter, eggs and poultry, so that we can give the same guarantee with these products that we give you when selling you our goods, it will only be a matter of a few months until you will receive city prices, less the freight, for your produce in your home town. **The first duty of every man is loyalty to his home, his church, and the community in which he lives.** By building up your home town you help to develop a home market, and increase the value of your property.

We wish to thank you for your patronage in the past. It is due to the liberal patronage of our many customers that has enabled us to carry a stock and sell at prices which has drawn people from the remotest parts of the county to deal with us, and has also gained for Tamworth the reputation of being the only trade centre in the northern half of Lennox and addington. We solicit a continuance of your patronage, and in return for your favors we will guarantee prompt service, courteous treatment and value for your money.

Yours respectfully,

A. B. CARSCALLEN & CO.

A. B. CARSCALLEN,

Manager of the One Price Store, Tamworth.

* * *

This is certainly a carefully written letter and it should do a great deal for the business of this firm.

A Firm Canadian Flour Situation

Unexpected Shortage of Mill Feeds Creates Demand—Rolled Oats Weak Again — Better Export Business in Flour—Reduction in Price Responsible.

MONTREAL.

FLOUR.—A prominent dealer in winter wheat flour stated this week that tendency would be upward in winter wheat flour, but not just now. There was little demand, he said, a number of people having previously bought heavily on speculation. At same time there was a scarcity in wheat. It only requires a little demand, he said, to put the market up. Prices for all flours are nominal, the market steady, and dealers are looking forward to a better demand as soon as navigation opens. Ontario millers are not pressing offers, and from this one would gather that wheat is too high to sell for a lower figure. While reports are current that Manitobas are selling for lower prices than those quoted here, it is hard to see how they can sell much lower considering the price being asked for wheat to-day.

Manitoba Wheat Flour—	Per bbl.	of 2 bags
First patents	....	7 80
Second patents	....	7 30
Strong bakers	....	7 10

Flour in cotton sacks, 10 cents per barrel more.

Winter Wheat Flour—	Car lots.	Small lots.
Fancy patents	7 55	7 55
90 per cent., in wood	7 20	7 30
90 per cent. in bags	3 25	3 50

CEREALS.—Market for rolled oats is, if anything, slightly easier. Sales are being made to wholesalers at a price perhaps five cents per sack lower than week ago, but demand is only of a hand to mouth nature. There is little demand for either pot or pearl barley. The situation for rye wheat remains about the same as week ago.

Cornmeal—	Per 98-lb. sack	
Gold dust	2 50	2 55
Unbolted	....	2 25
Rolled Oats—	90's in jute.	
Small lots	3 45	....
25 bags or more	3 40	....
Packages, case	....	4 75

Rolled oats in cotton sacks, 5 cents more.
Oatmeal—fine, standard and granulated, 10 per cent. over rolled oats in 90s, in jute.

Rolled Wheat—	100-lb.	bbls.
Small lots	....	3 90
Hominy, per 98-lb. sack	....	2 75
Corn flour, bag	....	3 05
Rye flour, bag	....	3 30
Barley, pot	2 70	2 75

FEEDS.—Several cars of feed flour of fair quality were sold this week at $2 per bag. There is understood to be large stocks of bran and shorts in Montreal, but little offering from Ontario. Sales are reported as being made at $24, but the mills are inclined to keep the price up.

Mill Feeds—	Per ton
Bran	26 00
Shorts	28 00
Middlings	30 00
Wheat moulee	38 00
Feed flour, bag	2 55
Mixed chops, ton	41 00
Crushed oats, ton	43 00
Barley, pot, 98 lbs.	2 85
Oats, chop, ton	43 00
Barley chop, ton	37 00
Feed oats, cleaned, Manitoba, bush.	0 76
Feed wheat, bag	2 35

TORONTO.

FLOUR.—The reduction on the part of some millers in the price of Ontario winter wheat flour was in some sort efficacious. Business has been a little better. This is true chiefly of export business. The reduced levels meet with the approval of buyers over the water. There is of course no primary market in America as cheap as that on Ontario flour and importers are more or less bound to buy Ontario patents. Export buying should tend to firm up domestic market conditions. Higher prices are looked for in May and June.

Wheat continues high on both the Chicago and Winnipeg exchanges. There is a tight cash situation in Chicago and trading in May option wheat is heavy. It is quoted at $1.57¾, which is the highest in three or four weeks. Wheat in Winnipeg is worth $1.53¼. The situation in Canada is undoubtedly strong. We have only about ten million for export before August crop, and unless that comes earlier than usual, prices can't very well come down much. If it did come earlier it would have a bearish effect. But the big potent facts of the war and the non-production and consequent need of supplies in Europe can't be gotten over.

Manitoba Wheat Flour—	Small lots. per bbl.	Car lots. per bbl.
First patents	7 90	7 70
Second patents	7 40	7 20
Strong bakers	7 20	7 10

Flour in cotton sacks, 10c per bbl. more.

Winter Wheat Flour—	Small lots. per bbl.	Car lots. per bbl.
Fancy patents	7 40	7 [illegible]
90 per cent.	7 20	[illegible]
Straight roller	7 00	6 80
Blended flour	7 00	7 00

CEREALS.—All lines are quiet. Rolled oats has weakened again. No export business is being done and domestic business is slow. These things are indicated by the short time which the mills are working. One, we hear, is only running two days a week. Barley is easier again. The hot weather is coming and we are coming to the tail end of the season.

Barley, pearl, 98 lbs.	....	6 00
Buckwheat grits, 98 lbs.	6 50	6 00
Corn flour, 98 lbs.	2 50	3 00
Cornmeal, yellow, 98 lbs.	2 55	2 65
Graham flour, 98 lbs.	3 00	3 30
Hominy, granulated, 98 lbs.	....	3 00
Hominy, pearl, 98 lbs.	....	3 00
Oatmeal, standard, 98 lbs.	....	3 92½
Oatmeal, granulated, 98 lbs.	....	3 92½
Peas, Canadian, boiling, bush.	2 90	3 00
Peas, split, 98 lbs.	....	6 00
Rolled oats, 90-lb. bags	3 55	3 75
Rolled wheat, 100-lb. bbl.	3 75	4 00
Rye flour, 98 lbs.	....	3 00
Whole wheat flour, 98 lbs.	3 75	4 00
Wheatlets, 98 lbs.	3 75	4 00

MILL FEEDS.—The better demand for feeds keeps up and prices are fairly firm. Unusual situation has arisen. Most years Ontario farmers have to buy from the West. This year they did not do so: on the contrary they were selling to Quebec and through New York to England, supposing an early spring. They have left themselves short and are now buyers themselves.

Mill Feeds—	Mixed cars,	per ton
Bran	26 00	27 00
Shorts	28 00	29 00
Middlings	30 00	32 00
Wheat moulee	....	30 00
Feed flour, per bag	1 85	1 90
Oats—		
No. 3, Ontario, outside points	0 55	0 56
No. 3, C.W., bay ports	....	0 60

WINNIPEG.

FLOUR AND CEREALS.—Market is quiet. There has been only slight fluctuations in the price of wheat and no change whatever has been made in flour quotations or in oats.

It seems rather likely that the present state of affairs will exist for some little time. Quite possibly a slight rise will take place at the opening of navigation. This frequently happens. The effect of this, however, will be entirely beneficial. It is unlikely to result in any higher prices, but it will put money into circulation, for a number of farmers have been unquestionably holding wheat at Fort William waiting to get this slight premium at the opening of navigation.

Manitoba Wheat Flour—	Per bbl.
Best patents	7 70
Second patents	7 40
Low grades	5 40
Rolled oats, 80's	3 30
Standard oatmeal, 96 lbs.	6 15
Cornmeal, 98's	3 50

There's a tobacco user in almost every home

Why not get his order in the weekly grocery list?

Whether he is a centenarian or a young, full-blooded youth, if you can give him the tobacco that "gets him" there is no reason why his weekly requirements should not be filled by you.

Get the men coming to your store for their tobacco requirements by going after every man on your list of customers. Let them know that you can suit them. Rock City Tobacco Co.'s Smoking and Chewing Tobaccos will go a long way toward getting this trade. Get in touch with us.

MASTER MASON

Ready Rubbed

TORPEDO

Special Short Cut

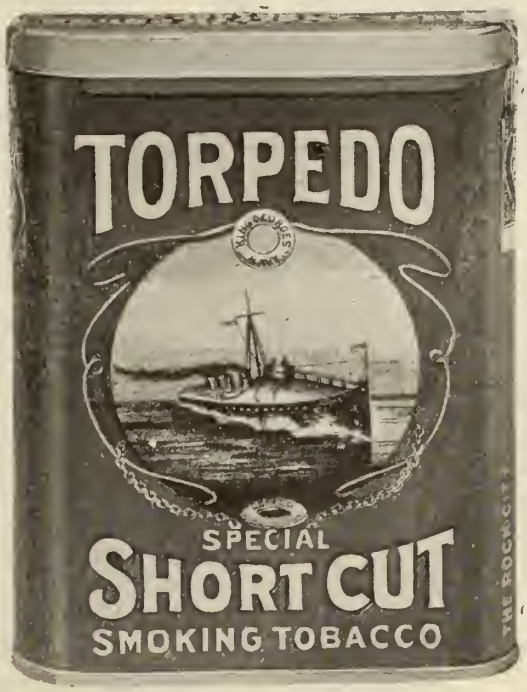
These two handy boxed lines are a pair of real live sellers.

"Master Mason" is a delightful new blend, sweet and cool.

"Torpedo" is a special short-cut tobacco for pipe or cigarette that sells at a popular price, 10c, and is, at the same time, a satisfying, pleasure-bringing tobacco.

The green box makes an attractive display.

Order a sample shipment of "Master Mason," "Torpedo," and "King George's Navy" to-day and try them out.



The Rock City Tobacco Co., Limited

Quebec and Winnipeg

BRANTFORD SCALES

Canadian-made scales for Canadian merchants.

Agate bearings. No springs.

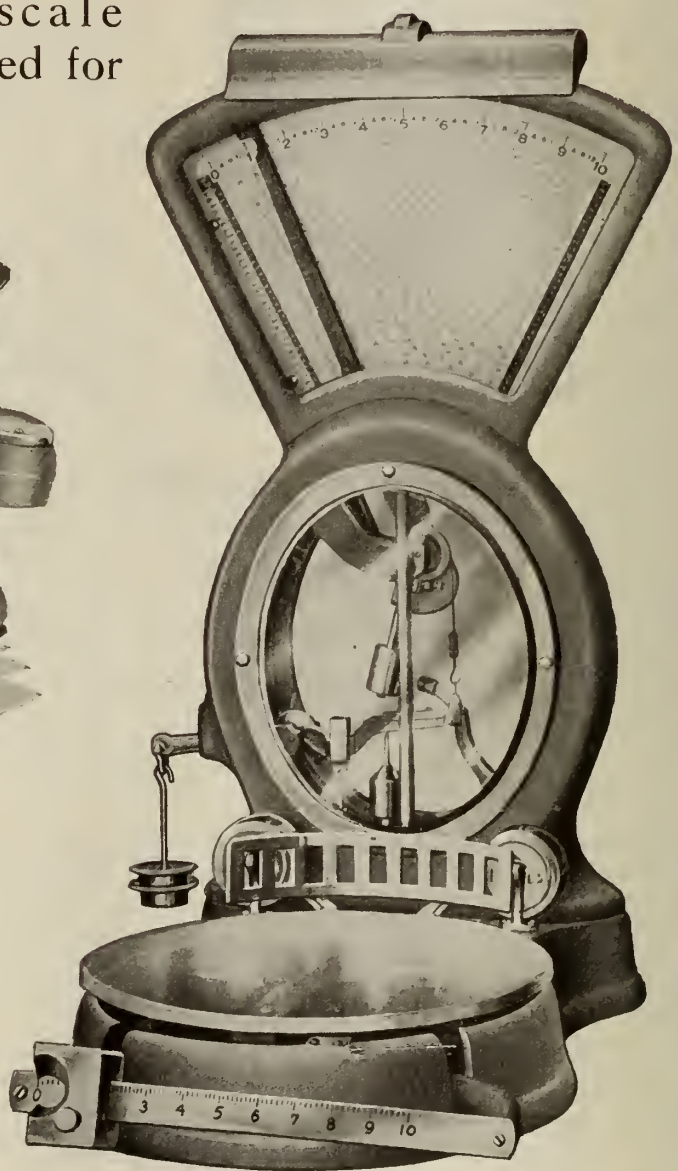
Every scale guaranteed for 10 years.

CAPACITY 2 LBS.

Made in all sizes, from 2 to 40 lbs.

Beautifully enamelled and nickelled.

The only computing scale made in Canada.

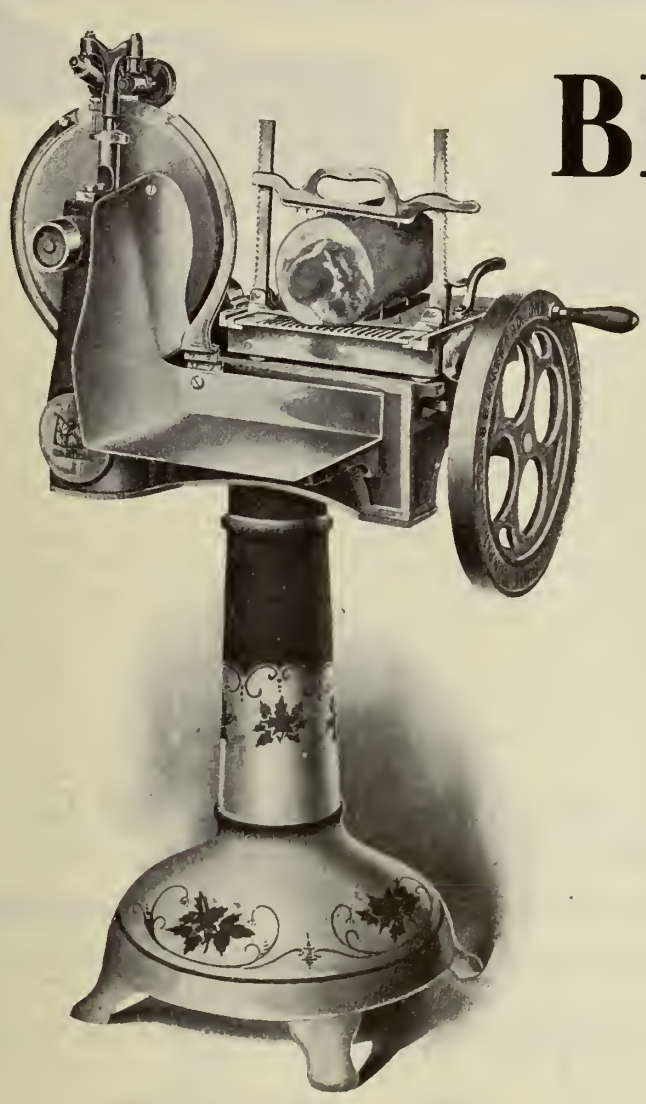


CAPACITY 40 LBS.

BRANTFORD COMPUTING SCALE COMPANY, LIMITED

BRANTFORD, CANADA

Sold on Easy Monthly Payments



BRANTFORD SLICERS

Nothing to get out of order.

Easy to keep clean.

Fitted with many new and up-to-date features.

Ball-bearing.

Crucible steel gears.

Automatic sharpening device.

Quick interchangeable trays.

A new patent feed and our patent clutch, which holds the meat to the last slice.

The best on the market. Let us prove it.

BRANCH OFFICES:

Toronto—482 College St., Thos. Ferguson, Mgr.

Hamilton—48 Catharine St. S., J. H. Galloway, Mgr.

London—314½ Dundas St., E. G. Robinson, Mgr.

Montreal—113 Bleury St., G. D. Pequegnat, Mgr.

Ottawa—George Cameron.

Sherbrooke—Dastous & Co.

Regina, Sask. — Western Butchers' Supply Co.

BRANTFORD COMPUTING SCALE CO.

Limited

Brantford, Canada

Write us for descriptive catalogue in colors

Showing the interchangeable Trays which permit of quickly changing the meat, and our Patent Clutch which holds meat to the last slice.

The One System That Will Allow You to Handle Eggs Profitably

Why handle Eggs at a loss? Yet, that is just what a great many Grocers are doing—losing dollars each week through broken eggs, dissatisfied customers, overcount, and delays in the handling. Don't do it. Make Egg Handling profitable by using

The Star System for Safe Egg Handling

The unit of the System is the CARRIER shown above—carefully made—serviceable and offering absolute protection. Filled in a few seconds and emptied in an instant by simply inverting the Carrier, sliding the wire bail, thereby depositing the Eggs in the imprinted cardboard Tray. It costs approximately a quarter cent per dozen to deliver eggs by the STAR System. How does that compare with your present cost?

STAR System for each wagon includes 4 dozen STAR EGG CARRIERS—5 M STAR EGG TRAYS—1 package of DIVISIONS.

Write us for full particulars.

Star Egg Carrier & Tray Mfg. Co.
1500 Jay St. Rochester, N.Y.

LOOK

Some of your best customers are going to buy either or both Richards Pure or Quick-Naptha somewhere as a result of our extensive advertising campaign.

You can't afford to be without at least a case of both, and we deserve your support.

Order to-day through your wholesaler or direct.

Richards Pure Soap Co. LIMITED
WOODSTOCK, ONTARIO

H·A· BRAND

MORE than two hundred Toronto butchers and grocers entered the H. A. window dressing contest during the week ending April 3rd. The judges awarded the prizes as follows:

First—J. A. McDonald, 1265 King St. W.	$150
Second—Good Bros., 1228 Bloor St. W.	50
Third—B. S. McMurtry, 2297 Yonge St.	10
Fourth—E. A. Tomlin, 349 Broadview	10
Fifth—William Fleming, 1104 Bloor St. W.	10

The object of this contest was to add incentive to individual effort in the art of window dressing, the merchant's best silent salesman.

For its great success in the high standard of windows shown we most heartily congratulate and thank all of the contestants.

THE HARRIS ABATTOIR COMPANY, LIMITED

TORONTO

ON-THE-SPOT SERVICE

—that's what I like about Nicholson & Bain Co-Operation

Warehouses in the six important cities of the West. Each controlling their own immediate locality. Each with a corp of salesmen that get into personal touch with their customers—EVERY DAY. That's the kind of service that has meant so much to the uplift of my sales in the West.

There is no quicker, surer or more efficient way of placing your product on the whole Western field than putting it up to Nicholson & Bain. There may still be an opening for your product. No obligation.

Write to-day.

NICHOLSON & BAIN

WHOLESALE COMMISSION MERCHANTS AND BROKERS

Head Office :—Winnipeg, Man. Branches :—Regina, Saskatoon, Edmonton, Calgary, Vancouver

"Just pure Coffee, refined like sugar. Use it as you do sugar,—¾ of a teaspoonful to a cup and pour on boiling water. Sugar and cream to taste—dissolves instantly—no sediment—the flavor is always perfect—you control the strength. Sold *only* in air-tight tins. A child can make as good coffee as a chef with

Washington's INSTANT Coffee

Now You Can Drink All The Coffee You Want

FOR SALE BY

Canadian Wholesale Grocers

G. WASHINGTON COFFEE SALES CO., 79 Wall St., New York

Write for literature telling of Mr. Washington's Wonderful Refining Process, which gives us this 100% Pure Refined Coffee.

Canadian Sales Agent:

Edmund Littler
169 William Street
MONTREAL, CANADA

More than five million families annually testify to their superiority.

For twenty years the standard of clean, wholesome, natural, sun-cured, seedless raisins.

May be purchased from any wholesale grocer in Canada.

Canadian Agents:

Nicholson & Bain,
Winnipeg, Edmonton, Saskatoon, Regina.

Eugene Moore,
Toronto.

Universal Importing Company,
Montreal.

11 x 22 six-color display card mailed on application.

Always sold in this package.

AMERICAN VINEYARD COMPANY, Growers and Packers

Talking to the Point—

CLASSIFIED ADS. get right down to the point at issue. If you want something, say so in a few well-chosen words. Readers like that sort of straight-from-the-shoulder-talk, and that is the reason why condensed ads. are so productive of the best kind of results.

CLASSIFIED ADS. are always noticed. They are read by wide-awake, intelligent dealers, who are on the lookout for favorable opportunities to fill their requirements.

TRY A CONDENSED AD. IN THIS PAPER.

YOU have read in the front pages of this issue of the successful Orange selling campaign of J. A. McCrea & Son. The following testimonial which we received, explains 40% of their success:

Messrs. Hugh Walker & Son,
Guelph.

Dear Sirs—

It may be of interest to you to know that since we commenced to feature Golden Orange Brand of Sunkist Navel Oranges our sales of Oranges have increased fully forty per cent.

There is a reason. Golden Orange Brand Navel Oranges have a flavor different from any other Orange that we have handled. The flavor that pleases the palate of all users of Oranges. When we sell Golden Orange Brand we are sure of repeat orders.

Our opinion of Golden Orange Brand Sunkist Navel Oranges agrees with yours that it is the finest Orange grown in California..

Guelph,
March 11, 1915.

J. A. McCREA & SON.

You can do the same by featuring

Golden Orange Brand

SUNKIST SEEDLESS NAVELS

Order some to-day. All sizes always in stock.

THE HOUSE OF QUALITY.

Hugh Walker & Son
GUELPH and NORTH BAY

Why experiment with ice-boxes when you can buy a refrigerator such as the

Eureka

backed as it is with twenty-eight years of practical experience, and with a guarantee of absolute satisfaction? The average refrigerator is merely an elaborate ice-box which, unlike the Eureka dry cold circulating air system, causes spoilage rather than preserves fresh meats, etc. Now is the time to install one.

Catalog and prices sent on request.

Eureka Refrigerator Company Limited

31 Brock Ave. TORONTO

DEARBORN'S National Cream of Tartar Compound

A Perfect Substitute for Cream of Tartar

NATIONAL Cream of Tartar Compound absolutely replaces Cream of Tartar, and for baking purposes cannot be excelled; is made from the purest materials, and conforms to all the Government's Pure Food Laws.

Advantages of using Dearborn's Pure Cream of Tartar Compound:

1st. It is absolutely pure, and free from Sulphate, or Alum.

2nd. Its action is slow, only fully takes place when the goods are placed in the oven; the dough, therefore, can remain standing several hours.

3rd. The goods produced are of excellent texture, and retain their moisture and freshness.

4th. Being considerably cheaper than Cream of Tartar, it is most economical to use.

5th. Gives equally as good if not better results than French Cream of Tartar.

6th. IS MADE IN CANADA.

We have numerous testimonials from bakers and large consumers stating that they get much better results from Dearborn's National Cream of Tartar Compound than from the ordinary French Cream of Tartar.

Packed in cases of 25 and 50 lbs.

WHOLESALE PRICES:

1 lb., 24c; ½ lb., 25c; ¼ lb., 26c per lb.

Freight paid 100-lb. lots.

Samples sent on application.

DEARBORN & CO. Limited

ST. JOHN, N.B.

You can offer "King Oscar" Sardines to your most fastidious patrons and ensure customer satisfaction. They are of the highest quality and uniform size, prepared and packed under most sanitary conditions.

King Oscar

Brand

Sardines

are packed in the finest olive oil in solderless cans. Canadian people know these widely advertised sardines as the "Sardines that make Stavanger famous." Take advantage of our widespread advertising and introduce the real sardines of quality in your town.

They will help you win. Ask your wholesaler.

CANADIAN AGENTS

(J. A. Henderson)

HAMILTON, ONTARIO

ANCHOR BRAND FLOUR

GOOD FLOUR

versus

Indifferent kinds

MAKES GOOD BREAD

Choose the best, invest in the best, sell no other kind but the best, and you are sure that your flour sales will improve every day to eventually control the trade in your district, because no discriminative buyer will bother with the inferior, no matter how much cheaper he can obtain it, even at his very door.

Anchor Brand Flour is not an experiment, nor the results of a day—nearly 20 years' experience in Manitoba Hard Wheat products were necessary to attain the high standard that to-day is admittedly the supreme "par excellence." Try it.

Leitch Brothers' Flour Mills

LIMITED

Oak Lake, Manitoba

Advertised

"WINDSOR" and "REGAL" SALT advertisements have been features of the newspapers and magazines for years, and have helped our friends in the trade to sell many thousands of bags and cartons of salt every year.

What do you think of our "Made in Canada" series of advertisements now appearing in the leading publications?

Marching On

If you could number the people in Canada who use "WINDSOR" and "REGAL" SALT every day, in almost everything they eat, you would count practically every man, woman and child in the Dominion. It is because of this universal demand for

"Windsor" and "Regal" Salt

that Grocers find it pays them to handle these brands exclusively and to supply them to every customer, whether specified or not.

The Salt that keeps up the quality—and treats all Retailers alike—is the Salt that pays the big profit in the end.

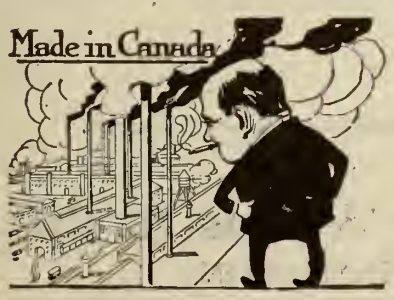
The Canadian Salt Co., Limited
Windsor, Ontario

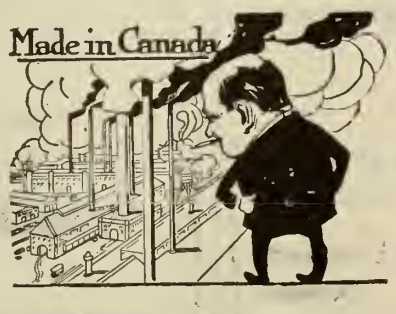
No "Cut" Prices

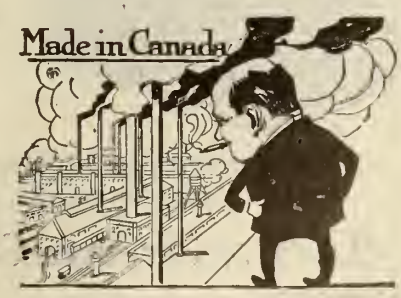
We sell only through jobbers, at fixed prices. There are no "cut prices" — no special discounts — no secret rebates to individual dealers. Every Retail Grocer pays his wholesaler what all the others pay, so that there is no inducement for cutting prices.

Same Treatment for all Retailers

By fixing prices, as well as quality, we give every Grocer a square deal, and enable him to make a good profit as well as please his customers.

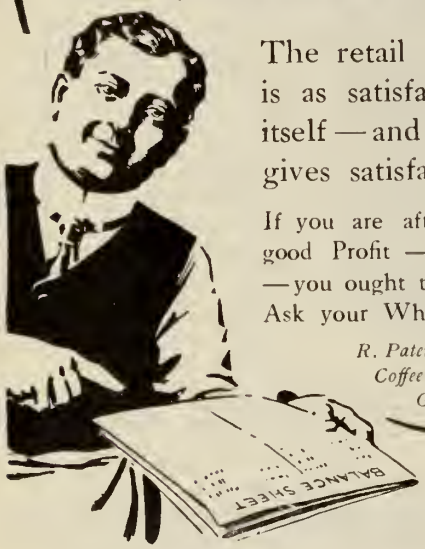






Profits !

'CAMP' COFFEE



The retail profit on 'Camp' is as satisfactory as 'Camp' itself — and 'Camp *always* gives satisfaction.

If you are after good Coffee — good Profit — good Customers — you ought to be after 'Camp' Ask your Wholesaler.

R. Paterson & Sons,
Coffee Specialists,
Glasgow

Made in Canada

How long are you going to lose money by using antiquated methods

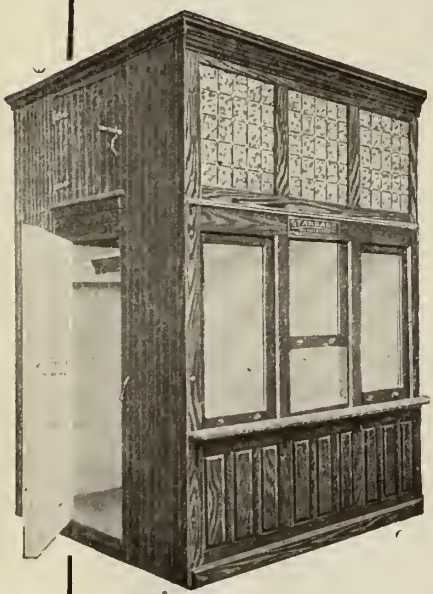
—the old, rusty cheese knife and the guessing are long since left behind. The "Perfection" Cheese Cutter has the "counter," with its five-ply, non-warp birch board, its glass shield, double-edge steel knife, and its accurate computation. No intricate parts, simplicity itself.

Order to-day through nearest jobber, agent, or direct.

AMERICAN COMPUTING CO. OF CANADA
HAMILTON, ONT.

Freeman's Improved Standard

Cold Dry Air **Refrigerator**



for

Butchers
Grocers
Creameries
Householders
Restaurants
Hospitals
and all
Institutions

SATISFACTION GUARANTEED
Send for Catalogue, Price List and Discounts

The W. A. Freeman Co., Limited
Hamilton **Ontario**

"Made in Canada"

Brooms of Quality

to introduce our

CANADA LINE

Please note the following

Special Prices

Sample Order Solicited

Fine Polished Colored Handles

No. 1	CANADA,	5 stg.	- -	$4.50
" 2	"	4 "	- -	4.00
" 3	"	4 "	- -	3.75

6-doz. Lots and up delivered (Ontario)

Walter Woods & Co.
HAMILTON

TEA

Ceylons, Indians, Japans, Chinas, Formosas

AT FIRST-HAND COSTS

Specially selected for the Canadian Trade. Large selection from Stock or Afloat Teas.

IMPORT ORDERS A SPECIALTY

Write for samples and quotations, or send us your samples to match. We are Tea Experts with over 40 years' successful trading with Canadian Merchants.

John Duncan & Co.

ESTABLISHED 1866

MONTREAL

A Purely Canadian Product

Ninety-five per cent. of the raw material used in the manufacture of macaroni is wheat product.

One hundred per cent. of the wheat used in the manufacture of

L'ETOILE
(Star)
and
Hirondelle
(Swallow)

brands is *Canadian Manitoba Hard Wheat.*

It has been proven by us that Canadian wheat makes a macaroni not only equal but superior to any imported.

In displaying and pushing these brands you support an article

MADE IN CANADA

by Canadian workmen and one of the highest quality.

Order from your wholesaler.

C. H. Catelli, Limited
MONTREAL

AGENTS
Tees & Persse, Limited, Winnipeg
C. C. Mann, Toronto

QUOTATIONS FOR PROPRIETARY ARTICLES

SPACE IN THIS DEPARTMENT IS $56 PER INCH PER YEAR

BAKING POWDER.

WHITE SWAN SPICES AND CEREALS, LTD.

	Per doz.
5c Tins, 4 doz. to case, weight 10 lbs.	$0 40
4 oz. Tins, 4 doz. to case, weight 20 lbs.	65
6 oz. Tins, 4 doz. to case, weight 25 lbs.	90
8 oz. Tins, 4 doz. to case, weight 35 lbs.	1 30
12 oz. Tins, 4 doz. to case, weight 48 lbs.	1 60
16 oz. Tins, 4 doz. to case, weight 70 lbs.	2 25
3 lb. Tins, 2 doz. to case, weight 85 lbs.	5 00
5 lb. Tins, 1 doz. to case, weight 80 lbs.	9 30

COOK'S FRIEND BAKING POWDER.

W. D. McLaren, Limited.

In Cartons—	Per doz.
No. 1 (25c size), 4 doz. cs.	$ 2 25
No. 1 (25c size), 2 doz. cs.	2 30
No. 10 (20c size), 4 doz. cs.	1 80
No. 10 (20c size), 2 doz. cs.	1 85
No. 8 (15c size), 4 doz. cs.	1 50
No. 2 (10c size), 6 doz. cs.	0 80
No. 2 (10c size), 3 doz. cs.	0 85
No. 3 (5c size), 4 doz. cs.	0 45

Also in tins. Prices on application.

ROYAL BAKING POWDER

Size.	Less than 10 case lots Per doz.	Bbl. lots or 10 cases and over Per doz.
Dime	$ .95	$ .90
4-oz.	1.40	1.35
6-oz.	1.95	1.90
8-oz.	2.65	2.50
12-oz.	3.85	3.75
16-oz.	4.90	4.80
2½-lb.	11.60	11.55
3-lb.	13.60	13.35
5-lb.	22.35	21.90

Barrels—wheu packed in barrels one per cent. discount will be allowed.

FOREST CITY BAKING POWDER.

6-oz. tins	$0 75
12-oz. tins	1 25
16-oz. tins	1 75

BLUE.

Keen's Oxford, per lb.	$0 17
In 10-lb. lots or case	0 16

COUPON BOOKS — ALLISON'S.

For sale in Canada by The Eby-Blain Co., Ltd., Toronto; C. O. Beauchemin & Fils, Montreal, $2, $3, $5, $10, $15 and $20. All same price, one size or assorted.

UN-NUMBERED.

100 books and over, each	0 03½
500 books to 1,000 books	0 03

For numbering cover and each coupon, extra per book, ½ cent.

CEREALS.

WHITE SWAN	Per case
Biscuit Flour (Self-rising), 2 doz. to case, weight 70 lbs.	$3 00
Buckwheat Flour (Self-rising), 3 doz. to case, weight 70 lbs.	3 00
Pancake Flour (Self-rising), 3 doz. to case, weight 70 lbs.	3 00
Breakfast Food, 2 doz. to case, weight 85 lbs.	4 50
King's Food, 2 doz. to case, weight 95 lbs.	5 50
Wheat Kernels, 2 doz. to case, weight 65 lbs.	3 75
Barley Crisps, 3 doz. to case, weight 50 lbs.	3 00
Flaked Rice, 3 doz. to case, weight 50 lbs.	3 00
Flaked Peas, 3 doz. to case, weight 50 lbs.	3 60

DOMINION CANNERS, LIMITED.

Aylmer Pure Jams, 16 oz. Jars

	Per doz.
Strawberry, 1914 pack	$2 20
Raspberry, red, heavy syrup	2 10
Black Currant	2 10
Red Currant	2 10
Peaches	2 10
Pear, Bart.	2 10

Aylmer Pure Jellies.

Red Currant	2 10
Black Currant	2 10
Crabapple	1 45
Raspberry and red currant	2 10
Raspberry and gooseberry	2 10
Plum jam	1 85
Green Gage plum stoneless	1 85
Gooseberry	1 85
Grape	1 85

Aylmer Marmalade

Orange Jelly	1 60
Lemon	1 60
Pineapple	1 90
Ginger	2 25

Aylmer Pure Preserves—Bulk

	5 lbs.	7 lbs
Strawberry	0 72	1 00
Black currant	0 65	0 85
Raspberry	0 65	0 85

Aylmer 14's and 30's per lb.

Strawberry	0 11
Raspberry	0 14

COCOA AND CHOCOLATE.

THE COWAN CO., LTD.

Cocoa—	
Perfection, 1-lb. tins, doz.	4 50
Perfection, ½-lb. tins, doz.	2 70
Perfection, ¼-lb. tins, doz.	1 25
Perfection, 10c size, doz.	0 90
Perfection, 5-lb. tins, per lb.	0 55
Soluble bulk, No. 1, lb.	0 20
Soluble, bulk, No. 2, lb.	0 18
London Pearl, per lb.	0 22

Special quotations for Cocoa in barrels, kegs, etc.

(Unsweetened Chocolate).

Supreme chocolate, ½'s, 12-lb. boxes, per lb.	0 35
Perfection chocolate, 20c size, 2 doz. in box, doz.	1 60
Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz.	0 90

Sweet Chocolate—	Per lb.
Queen's Dessert, ¼'s and ½'s, 12-lb. boxes	0 40
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, ¼-lb., 6 and 12-lb. boxes	0 35

Get rid of leaking jars

Every grocer dreads them, with their spoiled labels and messy look. Every grocer knows how direct is the relation between them and dissatisfied customers.

Anchor Caps

prevents leakers. You have goods on your shelves sealed with them, examine them and be convinced. **ANCHOR CAPS** add not only to the security but also very greatly to the appearance of any glass containers. Their perfect proportions and their extraordinary neat seal, combine to make a package that at once attracts your customer.

ANCHOR CAPS as well as being air-tight have another great advantage. Owing to our method of sealing the contents of the package are prevented in every way from coming into contact with anything but the highest quality of sanitary lacquer, impervious to fruit acids, vinegar or brine. Easily removed, simply push up at edge, or if a vacuum cap, first puncture.

ANCHOR CAPS are used by practically all the prominent Canadian packers on all varieties of bottles, jars and tumblers, and with equal success in sealing all food products from the lightest preserve to the strongest pickle.

Ask for and push goods sealed with **ANCHOR CAPS**. The profit to you is direct and lasting.

ANCHOR CAP AND CLOSURE CORPORATION *of* CANADA
LIMITED

Sudbury St. West
Foot Dovercourt Road
TORONTO, Can.

YOU CANNOT MAKE A **GOOD OMELET** FROM **STALE EGGS**

WHY, THEN, SHOULD YOU TRY TO PERSUADE YOUR INTELLIGENT WESTERN TRADE, THAT COFFEES ROASTED IN THE "EAST," A MONTH OR SIX WEEKS BEFORE YOU RECEIVE THEM, ARE "ALL RIGHT?"

NO FOOD PRODUCT DETERIORATES MORE RAPIDLY THAN ROASTED COFFEE.

WE **KNOW** COFFEES — AND HOW TO BLEND AND ROAST THEM. **YOUR ORDER** WILL BE ROASTED AND PACKED THE **SAME DAY** AS RECEIVED.

"FRESH-ROASTED" COFFEES DIRECT FROM OUR MODERN PLANT TO YOU—MEANS BIGGER BUSINESS—LARGER PROFITS—AND—MORE "FRESH - COFFEE" BOOSTERS AMONG YOUR CUSTOMERS.

A POSTAL WILL BRING SAMPLES, QUOTATIONS AND PARTICULARS OF SERVICE

The Codville Co., Limited
WINNIPEG

Brandon, Man. **Moose Jaw and Saskatoon, Sask.**

Diamond, 8's, 6 and 12-lb. boxes	0 29
Diamond, 6's and 7's, 6 and 12-lb. boxes	0 26
Diamond, ¼'s, 6 and 12-lb. boxes	0 27
Icings for Cake—	
Chocolate, white, pink, lemon, orange, maple, almond, cocoanut, cream, in ½-lb. packages, 2 doz. in box, per doz.	1 60
Chocolate Confections	Per lb.
Maple buds, 5-lb. boxes	0 37
Milk medallions, 5-lb. boxes	0 37
Chocolate wafers, No. 1, 5-lb. boxes	0 31
Chocolate wafers, No. 2, 5-lb. boxes	0 26
Nonpareil wafers, No. 1, 5-lb. boxes	0 31
Nonpareil wafers, No. 2, 5-lb. boxes	0 26
Chocolate ginger, 5-lb. boxes	0 31
Milk chocolate wafers, 5-lb. boxes	0 37
Coffee drops, 5-lb. boxes	0 37
Lunch bars, 5-lb. boxes	0 37
Milk chocolate, 5c bundles, 3 doz. in box, per box	1 36
Royal Milk Chocolate, 5c cakes, 2 doz. in box, per box	0 85
Nut milk chocolate, ½'s, 6-lb. boxes, lb.	0 37
Nut milk chocolate, ¼'s, 6-lb. boxes, lb.	0 37
Nut milk chocolate, 5c bars, 24 bars, per box	0 85
Almond nut bars, 24 bars, per box	0 85

JOHN P. MOTT & CO.'S.

Miss N. Estabrook, St. John, N. B.; J. A. Taylor, Montreal; P. Q.; F. M. Hannum, Ottawa, Ont.; Jos. E. Huxley & Co., Winnipeg, Man.; Tees & Persse, Calgary, Alta.; Russell, Johnson, Edmonton; D. M. Doherty & Co., Vancouver and Victoria.

Elite, 10c size (for cooking) doz.	0 90
Mott's breakfast cocoa, 2-doz. 10c size, per doz.	0 85
Nut milk bars, 2 dozen in box	0 80
Breakfast cocoa, ¼'s and ½'s	0 36
No. 1 chocolate	0 30
Navy chocolate, ½'s	0 26
Vanilla sticks, per gr.	1 00
Diamond chocolate, ½'s	0 24
Plain choice chocolate liquors	20 30
Sweet chocolate coatings	0 20

CONDENSED AND EVAPORATED MILK.

BORDEN MILK CO., LTD.

East of Fort William, Ont.

Preserved	Per case.
Eagle Brand, each 4 doz.	$6 25
Reindeer Brand, each 4 doz.	6 25
Silver Cow Brand, each 4 doz.	5 75
Gold Seal Brand, each 4 doz.	5 60
Mayflower Brand, each 4 doz.	5 60
Purity Brand, each 4 doz.	5 60
Challenge Brand, each 4 doz.	4 85
Clover Brand, each 4 doz.	4 85
Evsporated (Unsweetened)—	
St. Charles Brand, small, each 4 doz.	2 00
Peerless Brand, small, each 4 doz.	2 00
St. Charles Brand, Family, each 4 doz.	3 90
Peerless Brand, Family, each 4 doz.	3 90
Jersey Brand, Family, each 4 doz.	3 90
St. Charles Brand, tall, each 4 doz.	4 50
Peerless Brand, tall, each, 4 doz.	4 50
Jersey Brand, tall, each, 4 doz.	4 50
St. Charles Brand, Hotel, each, 2 doz.	4 25
Peerless Brand, Hotel, each, 2 doz.	4 25
Jersey Brand, Hotel, each, 2 doz.	4 25
St. Charles Brand, gallons, each, ½ doz.	4 75
"Reindeer" Coffee and Milk, "large," each, 2 doz.	4 80
"Reindeer" Coffee and Milk, "small," each, 4 doz.	5 50
"Regal" Coffee and Milk, each, 2 doz.	4 50
"Reindeer" Cocoa and Milk, each, 2 doz.	4 80

COFFEE.

WHITE SWAN SPICES AND CEREALS, LTD.

WHITE SWAN.

1 lb. tins, 4 doz. to case, weight, 80 lbs.	36
1 lb. tins, 2 doz. to case, weigbt 35 lbs.	
Add one-half cent per pound to the above.	

ENGLISH BREAKFAST COFFEE.

½ lb. tins, 2 doz. to case, weigbt 22 lbs.	22
1 lb. tins, 2 doz. to case, weight 40 lbs.	20

MOJA.

½ lb. tins, 2 doz. to case, weight 22 lbs.	32
1 lb. tins, 2 doz. to case, weigbt 40 lbs.	30
2 lb. tins, 1 doz. to case, weight 40 lbs.	30

PRESENTATION COFFEE.

A Handsome Tumbler in Each Tin.

1 lb. tins, 2 doz. to case, per lb.	27

Shipping weigbt, 50 lbs. per case.

MINTO BROS.

MELAGAMA COFFEE.

	Whol.	Ret'l.
1s, 1½s, Grd.	25	30
1s, ½s, B. & G.	32	40
1s only, B. & G.	35	45
1s, ½s, B. & G.	38	50

Packed in 30 and 50-lb. cases. Terms net 30 days prepaid.

MINTO COFFEE (Bulk).

M Bean or Gr.	38
I Bean or Gr.	35
N Bean or Gr.	32
T Bean or Gr.	30
O Bean or Gr.	28
Spec. Grd. Compound	25

Packed in 25 and 50-lb. tins.

FLAVORING EXTRACTS.

WHITE SWAN FLAVORING EXTRACTS—ALL FLAVORS

1 oz. bottles, per doz., weigbt 3 lbs.	$ 1 05
2 oz. bottles, per doz., weight 4 lbs.	2 00
2½ oz. bottles, per doz., weight 6 lbs.	2 80
4 oz. bottles, per doz., weigbt 7 lbs.	3 50
8 oz. bottles, per doz., weight 14 lbs.	6 50
16 oz. bottles, per doz., weight 23 lbs.	12 00
32 oz. bottles, per doz., weight 40 lbs.	22 00
Bulk, per gallon, weight 16 lbs.	10 00

CRESCENT MFG. CO.

CRESCENT MAPLEINE.

Special Delivered Price for Canada

	Per doz.
½-oz. (4 doz. case), weight 9 lbs., retail each 15c	$ 1 40
1 oz. (4 doz. case), weight 14 lbs., retail each 30c	2 55
2 oz. (3 doz. case), weight 15 lbs., retail each 50c	4 40
4 oz. (2 doz. case), weight 17 lbs., retail each 90c	7 00
8 oz. (1 doz. case), weight 17 lbs., retail each $1.50	13 00
Pint (1 doz. case), weight 29 lbs., retail each $3	25 00
Quart (1 doz. case), weight 53 lbs., retail each $5.50	47 75
Gallons, each, retail each $20	17 15

When You Sell Your Customers

Griffin & Skelley's

Dried Fruits

Canned Fruits

Seeded Raisins

Seedless Raisins

you have impressed them with the fact that you stock goods of quality

and

QUALITY SPELLS

SUCCESS

You'll sell more jam between now and the fresh fruit season than any other time.

The domestic fruits are done and people must have something to fill their place.

Nothing can equal jam for breakfast, nothing can take its place, and especially when it is of the good, wholesome quality of

WADDELL'S Popular-Priced PURE FRUIT JAMS

These jams are made to sell at a popular price, yet are rich and are absolutely pure fruit jams, having an apple filler which is much preferred by thousands of people.

Waddell's Jams are in a class by themselves in the popular-priced lines—their flavor is delicious and appetizing.

Send an order to-day and show a window full of these jams at a popular price—stir up a big jam business for the month of May.

The Waddell Preserving Co.
SARNIA, ONT.

GELATINE.

Knox Plain Sparkling Gelatine (2-qt. size), per doz..	1 30
Knox Acidulated Gelatine (Lemon flavor), (2-qt. size), per doz.	1 30
Cox's Instant Powdered Gelatine (1-qt. size), per doz.	1 10

W. CLARK, LIMITED, MONTREAL.

Compressed Corned Beef, ½s, $1.60; 1s, $2.75; 2s, $5; 6s, $15.50; 14s, $37.
Roast Beef, ½s, $1.60; 1s, $2.75; 2s, $5; 6s, $16.
Boiled Beef, 1s, $2.75; 2s, $5; 6s, $16.
Jellied Veal, ½s, $1.60; 1s, $2.75; 2s, $4.50; 6s, $16.
Corned Beef Hash, ½s, $1.50; 1s, $2.10; 2s, $3.
Beefsteak and Onions, ½s, $1.60; 1s, $2.75; 2s, $5.
Cambridge Sausage, 1s, $2.75; 2s, $4.50.
Boneless Pigs' Feet, ½s, $1.50; 1s, $2.25; 2s, $4.25.
Lambs' Tongues, ½s, $2.
Sliced Smoked Beef, tins, ½s, $1.75; 1s, $2.75.
Sliced Smoked Beef, glass, ¼s, $1.35; ½s, $2; 1s, $2.75.
Tongue, Ham and Veal Pate, ½s, $1.20.
Ham and Veal, ½s, $1.
Potted and Devilled Meats, tins—Beef, Ham, Tongue, Veal, Game, ¼s, 50c; ½s, $1.
Potted Meats, Glass — Chicken, Ham, Tongue, ¼s, $1.25.
Ox Tongues, tins, ½s, $2.50; 1s, $5.50; 1½s, $8; 2s, $10.
Ox Tongues, Glass, 1½s, $10; 2s, $12.
Mincemeat, Hermetically Sealed Tins, 1s, $1.25; 2s, $1.95; 3s, $3; 4s, $4; 5s, $5.
In Pails, 25 lbs., 8c lb.
In Tubs, 45 lbs., 7½c lb.
In Glass, 1s, $2.25.
Plum Pudding, 1s, $1.75; 2s, $2.25.
Clark's Peanut Butter — Glass Jars, ¼, 95c; ½, $1.40; 1, $1.85.
Clark's Peannt Butter—Pails 24 lbs., 15c per lb.
Clark's Tomato Ketchup, 8 oz., $1.35; 12 oz., $1.95; 16 oz., $2.40.
Pork & Beans, Plain Tails, 1, 60c; 2, $1; 3, $1.40; 6, $4.50; 12, $7.25.
Pork & Beans, Tomato Sc. Tails, 1, 60c; 2, $1.00; 3, $1.40; 6, $4.50; 12, $7.25.
Pork & Beans, Chili Flat, 1, 60c; 2, $1.00; 3, $1.15.
Pork & Beans, Tomato Flats, 1, 60c; 2, $1.00; 3, $1.15.
Pork & Beans, Plain Flats, 1, 60c; 2, $1.00; 3, $1.15.
Vegetarian Baked Beans, Tomato Sauce, Tails, $1.15.
Clark's Chatean Concentrated Soups, 95c.
Clark's Chateau Concentrated Soups, No. 1 Assorted, 95c.

EBY-BLAIN, LIMITED, TORONTO. ANCHOR BRAND.

Ammonia Powder— "Anchor"	Per case
50 cases, 6 doz.	$2 50
10 cases, 3 doz.	2 50
5 case lots, freight prepaid, Ontario points	2 25

Baking Powder— "Anchor"	Per doz.
4 oz. tins, cases 4 doz.	0 67½
6 oz. tins, cases 4 doz.	0 90
8 oz. tins, cases 3 doz.	1 20
12 oz. tins, cases 3 doz.	1 65
16 oz. tins, cases 2 doz.	2 00
lb. tins, cases 1 doz.	4 40
5-lb. tins, cases 1 doz.	8 40

Chocolate—Unsweetened— "Anchor"
10c cakes, boxes 2 doz.... 0 90

Cocoa—"Anchor"	Per doz.
10c tins, cases 4 doz.	0 90
	Per lb.
⅛s, tins, cases 4 doz.	0 36
¼s, tins, cases 2 doz.	0 35
1s, tins, cases 1 doz.	0 35

Coffee—"Anchor"	Per lb.
1 lb. tins, whole or ground, cs., 30 lb.	0 36
2 lb. tins, whole or ground, cs., 30 lb.	0 35

Cream of Tartar— "Anchor"	Per doz.
2 oz. pkgs., box 4 doz.	$ 0 90
3 oz. pkgs., box 3 doz.	1 35
¼ oz. pkgs., box 4 doz.	1 75
½ oz. pkgs., box 4 doz.	3 50
½ oz. tins, box 4 doz.	3 75
1 oz. tins, box 2 doz.	6 00

Flavoring Extracts—"Anchor"	
20c bottle	$ 1 15
½ oz. bottle	2 50
4 oz. bottle	4 00
8 oz. bottle	7 50
16 oz. bottle	14 40
32 oz. bottle	28 80
80 oz. bottle	60 00

Flour—Potate—"Anchor"	Per doz.
Cases, 2 doz.	1 20

Icings, Prepared—"Anchor"	
10c pkgs., case 3 doz.	1 00

Mustard, D.S.F.—"Anchor"	
50c tins, boxes 4 doz.	0 50
10c tins, boxes 4 doz.	0 95
	Per lb
⅛s, tins, boxes 12 lbs.	0 40
¼s, tins, boxes 12 lbs.	0 39
1s, tins, boxes 12 lbs.	0 38

Rice, Special Grain— "Anchor."	Per doz.
Cases 2 and 4 dozen	0 90
"Anchor" Brand	Per case
Shaker Table Salt, free running, cases 2 doz., case.	1 60

"GOLD MEDAL" COFFEE.

Whole or Ground—	Per lb
½ lb. tins, cases 30 lbs.	0 37
1 lb. tins, cases 30 lbs.	0 36
2 lb. tins, cases 30 lbs.	0 35

"GOLD MEDAL" ROLLED WHITE OATS.

	Per case
25c pkgs., cases 12 pkgs.	2 50

"KING" NAPTHA BORAX WASHING COMPOUND.

5c pkgs., cases 50s	1 90
5c pkgs., cases 100s	3 75
10c pkgs., cases 3 doz.	3 50

"KOLONA" CEYLON TEA.

	Per lb.
40c black, green or mixed, ½ and 1 lb. pkgs.	0 30
50c black, green or mixed	0 35
60c black, green or mixed	0 42
80c black, green or mixed	0 55

	Per doz
"Meat of Wheat" Breakfast Food, cases 2-doz.	1 45
"Wheat - Os" Breakfast Food, cases 2 doz.	1 45

	Per doz.
"Piccaninny" pancake and buckwheat	1 00

LAPORTE, MARTIN, LIMITED MONTREAL. Agencies.

BASIN DE VICHY WATERS.

L'Admirable, 50 qts., case.	5 50
Efficace	6 00
Neptune	7 00
San Rival	8 00

VICHY LEMONADE.

La Savoureuse, 50 qts.	8 50
100 pts., case	10 00

CASTILE SOAP.

"Le Soleil," 72 p.c. Olive Oil, Cs. 25 11 lb. bars, lb.	0 11
Cs. 200 Morceaux, 3½ oz., cs.	5 50
Cs. 1000 Morceaux, 1½ oz., cs.	12 00

MINERVA PURE OLIVE OIL.

Case—	
12 litres	8 00
12 quarts	7 00

GAZELLE GOODS

are ever in the Limelight. Stand, by themselves, on the very highest plane.

Hudon, Hebert & Cie.,

Established A.D. 1847 LIMITED

MONTREAL

Pineapple Season Opening

As usual we will be heavy importers, handling the best grades only.

TOMATOES

Peters' Fancy Pack.

DOMINO BRAND GRAPE FRUIT

Grape Fruit, Asparagus, Rhubarb, Oranges, Lemons, Etc.

First Shipment New Brazil Nuts.

ORDERS SOLICITED.

WHITE & CO., LIMITED

Toronto, Canada

Importers Fancy Fruits and Fish

LARD

Last week we told you to keep your eye on the lard market. It is on the advance. Last year selling at 14c, this year at 12c, it is due for further advance this week.

So are meats. Order Hams and Bacon this week.

F. W. Fearman Co., Limited

HAMILTON

BOAR'S HEAD LARD COMPOUND.

N. K. FAIRBANK CO., LTD.

Tierces	0 10¼
Tubs, 60 lbs.	0 10½
Pails, 20 lbs.	0 10¾
Tins, 20 lbs.	0 10¼
Cases, 3 lbs., 20 to case	0 11¼
Cases, 5 lbs., 12 to case	0 11½
Cases, 10 lbs., 6 to case	0 11

F.O.B. Montreal.

MUSTARD.

COLMAN'S OR KEEN'S.

	Per doz. tins
D. S. F., ¼-lb.	$1 50
D. S. F., ½-lb.	2 68
D. S. F., 1-lb.	5 36
F. D., ¼-lb.	0 95
F. D., ½-lb.	1 63
	Per jar
Durham, 4-lb. jar	0 87
Durham, 1-lb. jar	0 28

JELLY POWDERS.

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan, 15 flavors, 1 doz. in handsome counter carton, per doz. ..... $ 0 90

List Price.

JELL-O.

Assorted case, contains 2 doz. 1 80

Straight.

Lemon, contains 2 doz.	1 80
Orange, contains 2 doz.	1 80
Raspberry, contains 2 doz.	1 80
Strawberry, contains 2 doz.	1 80
Chocolate, contains 2 doz.	1 50
Cherry, contains 2 doz.	1 80
Peach, contains 2 doz.	1 80

Weight, 8 lbs. to case, Freight rate, 2nd class.

JELL-O ICE CREAM POWDER.

Assorted case, contains 2 doz. 2 50

Straight.

Chocolate contains 2 doz.	2 50
Vanilla contains 2 doz.	2 50
Strawberry contains 2 doz.	2 50
Lemon contains 2 doz.	2 50
Unflavored contains 2 doz.	2 50

Weight, 11 lbs. to case. Freight rate, 2nd class.

SOAP AND WASHING POWDERS.

SNAP HAND CLEANER.

3 dozen to box	3 60
6 dozen to box	7 20

30 days.

RICHARDS' PURE SOAP.

Richards' Quick Naptha Soap. Packed 100 bars to case.

5-case lots (delivered), $4.15 each with 20 bars of Quick Naptha as a free premium.

FELS NAPTHA.

Prices—Ontario and Quebec:

Less than 5 cases	$5 90
Five cases or more	4 95

WHITE SWAN LYE.

Single cases, 4 doz.	$3 50
5 case lots, 4 doz.	3 35

Shipping weight 50 lbs. per case.

THE CANADA STARCH CO., LTD., EDWARDSBURG BRANDS and BRANTFORD BRANDS.

Laundry Starches—

Boxes.	Cents
40 lbs., Canada Laundry	.06¼
40 lbs., boxes Canada white gloss, 1 lb. pkg.	.06¾
48 lbs. No. 1 white or blue, 4 lb. cartons	.07¼
48 lbs. No. 1 white or blue, 3 lb. cartons	.07¼
100 lbs., kegs, No. 1 white.	.06¾
200 lbs., bbls., No. 1 white.	.06¾
30 lbs., Edwardsburg silver gloss, 1 lb. chrome pkgs.	.07¾
48 lbs. silver gloss, in 6-lb. tin canisters	.08¼
36 lbs., silver gloss 6-lb. draw lid boxes	.08¼
100 lbs., kegs, silver gloss, large crystals	.07¼
28 lbs., Benson's Satin, 1-lb. cartons, chrome label	.07½
40 lbs., Benson's Enamel (cold water), per case	3 00
20 lbs., Benson's Enamel (cold water), per case	1 50
Celluloid—boxes containing 45 cartons, per case	3 60

Culinary Starch.

40 lbs. W. T. Benson & Co.'s prepared corn	.07¾
40 lbs. Canada pure corn starch	.06½

(120-lb. boxes ¼c higher.)

Casco Potato Flour, 20-lb. boxes, per lb.	.10

BRANTFORD STARCH.

Ontario and Qnebec.

Laundry Starches—

Canada Laundry—

Boxes about 40 lbs.	.06

Acme Gloss Starch—

1-lb. cartons, boxes of 40 lbs.	.06¾

First Quality White Laundry—

3-lb. canisters, cs. of 48 lbs.	.07¼
Barrels, 200 lbs.	.06¾
Kegs, 100 lbs.	.06¾

Lily White Gloss—

1-lb. fancy cartons cases 30 lbs.	.07¾
8 in case	.08
6-lb. toy trunks, lock and key, 6-lb. toy drum, with drumsticks, 8 in case	.08¼
Kegs extra large crystals, 100 lbs.	.07¼

Canadian Electric Starch—

Boxes, containing 40 fancy pkgs., per case	3 00

Celluloid Starches—

Boxes containing 45 cartons, per case	3 60

Culinary Starches—

Challenge Prepared Corn—

1-lb. pkts., boxes of 40 lbs.	.06½

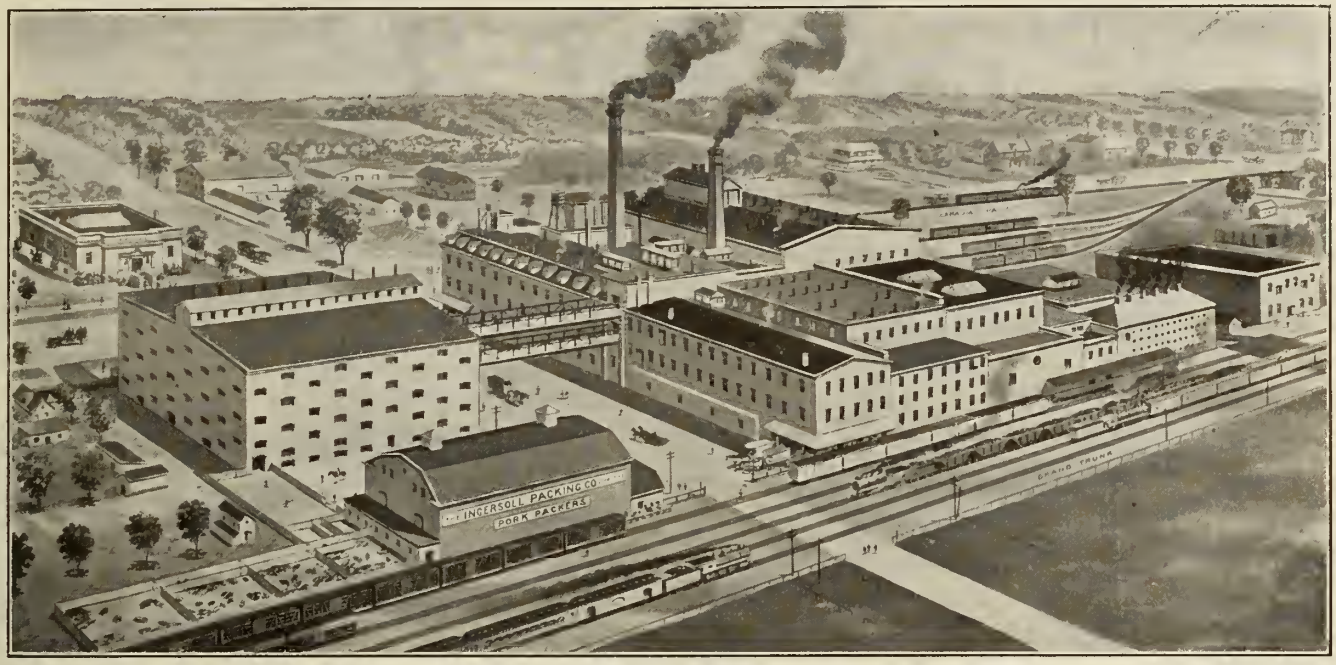
Brantford Prepared Corn—

1-lb. pkts., boxes of 40 lbs.	.07¾

"Crystal Maize" Corn Starch—

1-lb. pkts., boxes of 40 lbs.	.07¾

(20-lb. boxes ¼c higher than 40's)



Beaver Brand Ingersoll Hams and Bacon

Safeguard your trade and ensure future business by selling only Beaver Brand hams and bacon. Beaver Brand represents the first selected hams and side of bacon, **guaranteed** sugar cured and of uniform quality, bearing the Government mark

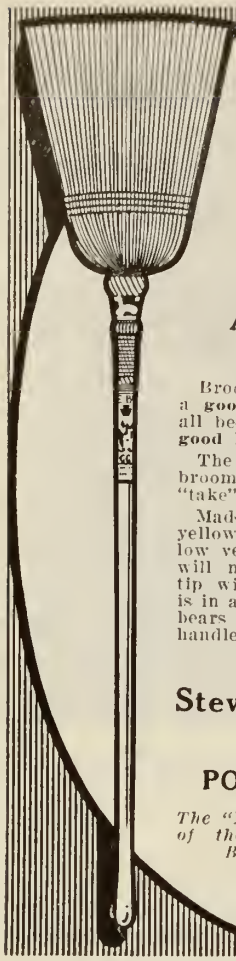
"Canada Approved"

Ensure better business all over your store by selling only **Beaver Brand Products.**

Manufactured and Guaranteed by

The Ingersoll Packing Co., Limited

INGERSOLL, ONTARIO, CANADA



The "NUGGET" Broom

A New Departure in Brooms

Broom makers have not heretofore made a **good, light broom. Light** brooms have all been made in the cheaper grades, and **good** brooms in the heavier weights.

The "Nugget" Broom is a **good, light** broom—something that will immediately "take" with housewives.

Made from the very choicest corn, golden yellow handle, very fancy finish with yellow velvet and yellow sewings. The corn will not come out or bend over at the tip with usage. Each broom and handle is in an individual wrapper, and the broom bears the "Nugget" trade-mark on the handle.

For prices, etc., write

Stevens - Hepner Company Limited

PORT ELGIN, ONTARIO

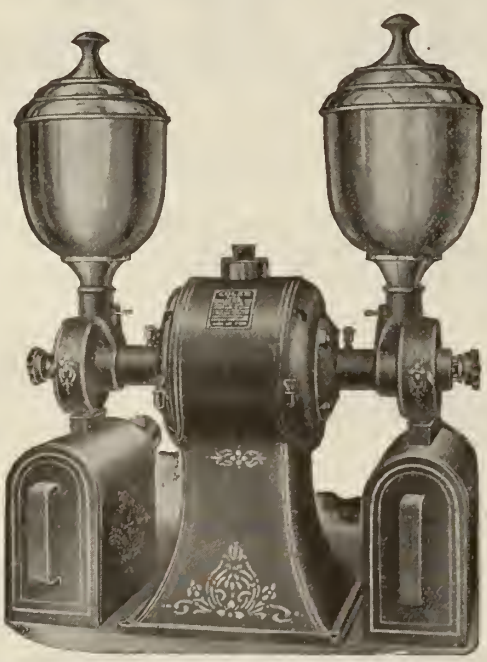
The "Nugget" broom is only one of the famous Keystone Brand Brooms and Brushes.

More Than Ever in a Class by Itself

One of our 12 new models. Wouldn't it be a good idea then to look into the Coles? It ranks with the best and meets your price.

26 models of electric machines.

Makers of Hand Coffee Mills for twenty-five years.



COLES MANUFACTURING CO

1615 North 23rd St. PHILA., PA.

AGENTS: Chase & Sanborn, Montreal; The Codville Co., Winnipeg; Todhunter, Mitchell & Co., Toronto; James Turner & Co., Hamilton, Ontario; Kelly, Douglas & Co., Vancouver, B.C.; L. T. Mewburne & Co., Calgary, Alta.

OCEAN MILLS, MONTREAL.

Chinese starch, 16 oz. pack., 4 doz. per case, $4; Ocean Corn Starch, 16 oz. pack., 4 doz. per case, $3.60; King Corn Starch, 16 oz. pack., 4 doz. per case, $3.12; Ocean Blanc Mange, all flavors, 8 oz. pack., 4 doz. per case, $4; Ocean Borax, 8 oz. pack., 4 doz. per case, $1.80; Ocean Baking Soda, 8-oz. package, 120 packages, per case, $3; Ocean Baking Soda, 16 oz. pack., 60 pack. per case, $3; Ocean Baking Powder, 1 lb. pack., 3 doz. per case, $6.75; Ocean Baking Powder, 8 oz. pack., 5 doz. per case, $6.50; Ocean Baking Powder, 4 oz. pack., 4 doz., per case, $3; Ocean Baking Powder, 3 oz. pack., 4 doz. per case, $1.60; Ocean Baking Powder, 5 lb. tin, 10 tins per case, $7.50; Chinese Washing Powder, 8 oz., 120 pack. per case, $4.25; retail at 5c per doz., 45c; Ocean Extracts, all flavors, 2 oz., 6 doz. per case, $6; Ocean Mustard (French Mustard, quart size), 2 doz. per case, $4.80; Ocean Mustard (French Mustard), pint size, 2 doz. per case, $4; Ocean Liquid Blue, pint bottles, 2 doz. per case, $1.80; Petrolatum, 2 oz. jars, 12 doz. per case, $5.40; Petrolatum, 5 oz. jars, 6 doz. per case, $5.40; Ocean Cough Syrup, 8 oz. bottle, 3 doz., per case, $7.20.

COW BRAND BAKING SODA

In boxes only.

Packed as follows:

5c packages (96)	$3 20
1 lb. packages (60)	3 20
½ lb. packages (120)	3 40
1 lb. 30 ½ lb. 60 Packages, Mixed.	3 30

SYRUP.

THE CANADA STARCH CO., LTD., CROWN BRAND CORN SYRUP.

2-lb. tins, 2 doz. in case	$2 65
5-lb. tins, 1 doz. in case	3 00
10-lb. tins, ½ doz. in case	2 90
20-lb. tins, ¼ doz. in case	2 85
Barrels, 700 lbs.	3¾
Half barrels, 350 lbs.	4
Quarter barrels, 175 lbs.	4¼
Pails, 38½ lbs.	1 95
Pails, 25 lbs. each	1 40

LILY WHITE CORN SYRUP.

2-lb. tins, 2 doz. in case	3 00
5-lb. tins, 1 doz. in case	3 55
10-lb. tins, ½-doz. in case	3 25
20-lb. tins, ¼-doz. in case	3 20

(5, 10 and 20-lb. tins have wire handles.)

ST. LAWRENCE SUGAR REFG. CO.

Crystal Diamond Brand Cane Syrup.

2-lb. tins, 2 doz. in case	$2 65
Barrels	0 03¾
½ barrels	0 ?4

CANNED HADDIES, "THISTLE" BRAND.

A. P. TIPPET & CO., Agents.

Cases, 4 doz. each, flats, per case	$5 40
Cases, 4 doz. each, ovals, per case	5 40

INFANTS' FOOD.

Robinson's patent barley, ½ lb. tins, $1.25; 1-lb. tins, $2.25; Robinson's patent groats, ½-lb. tins, $1.25; 1-lb. tins, $2.25.

BEAVER BRAND CORN AND MAPLE SYRUP.

Quart tins (wine measure), 2 doz. in case, per case	4 70

MOLASSES.

THE DOMINION MOLASSES COMPANY, LTD.

Gingerbread Brand.

2s, Tins, 2 doz. to case.

Quebec, per case	$1 85
Ontario, per case	1 90
Manitoba, per case	2 30
Saskatchewan, per case	2 60
Alberta, per case	2 70

DOMOLCO BRAND.

2s, Tins, 2 doz. to case.

Quebec and Ontario, per case	2 95
Manitoba, per case	3 40
Saskatchewan, per case	3 65
Alberta, per case	3 75
British Columbia, per case.	2 40
British Columbia, per case.	3 55

SAUCES.

PATERSON'S WORCESTER SAUCE.

½-pint bottles, 3 and 6 doz. cases, doz.	0 90
Pint bottles, 3 doz. cases, doz.	1 75

H. P.

	Per doz
H. P. Sauce— Cases of 3 dozen	1 90
H. P. Pickles— Cases of 2 doz. pints	3 25
Cases of 3 doz. ¼-pints	2 20

STOVE POLISH.

JAMES DOME BLACK LEAD.

2a size, gross	2 50
6a size, gross	2 40

NUGGET POLISHES.

	Doz.
Polish, Black and Tan	0 85
Metal Outfits, Black and Tan	3 65
Card Outfits, Black and Tan	3 25
Creams and White Cleanser	1 10

TEAS.

THE SALADA TEA CO. East of Winnipeg.

	Wholesale.	R't'l.
Brown Label, 1s and ½s	.29	.35
Blue Label, 1s, ½s, ¼s, and ⅛s	.35	.45
Red Label, 1s and ½s	.41	.55
Gold Label, ½s	.49	.65
Red-Gold Label, ½s	.55	.80

ORANGE MARMALADE.

"BANNER BRAND" PURE FRUIT PRODUCTS.

JAMS AND JELLIES.

2's	$ 2 15
4's	0 35
5's	0 42
7's	0 60
30's, wood	0 08
12-oz. glass jar	1 15
Tumbler, glass	0 95

MARMALADE.

2's, per doz.	$ 2 30
4's, per pail	0 40
5's, per pail	0 45
7's, per pail	0 65
30's, wood, lb.	0 08¾
12-oz. glass jar, doz.	1 20
Tumbler, glass, doz.	1 00

Prices subject to change without notice.

MINTO BROS., Limited, Toronto.

We pack in 60 and 100-lb. cases All delivered prices.

MELAGAMA TEA.

	Whol.	Ret.
Red Label, 1s or ½s.	0 29	0 35
Green Label, 1s, ½s, ¼s	0 32	0 40
Blue Label, 1s, ½s, ¼s	0 37	0 50
Yellow Label, 1s, ½s, ¼s	0 42	0 60
Purple Label, ¼s only	0 55	0 80
Gold Label, ¼s only.	0 70	1 00

MINTO TEA.

	Whol.	Ret.
Green Bag	0 29	0 35
Red Bag	0 32	0 40
Yellow Bag	0 37	0 50
Purple Bag	0 42	0 60

YEAST.

White Swan Yeast Cakes, per case, 3 doz. 5c pks.	1 20

IMPERIAL TOBACCO CO. OF CANADA, LIMITED. EMPIRE BRANCH.

Black Watch, 8s, butts 9 lbs., boxes 6 lbs.	$0 40
Bobs, 6s and 12s, 12 and 6 lbs.	0 44
Currency, 12s, ½ butts, 12 lbs., boxes 6 lbs.	0 42
Currency, 6s, ½ butts, 9 lbs.	0 46
Stag Bars, 6s, butts, 11 lbs., boxes 5½ lbs.	0 48
Walnut Bars, 8½s, boxes 7 lbs.	0 64
Pay Roll, thick bars, 8½s, 6 lb. boxes	0 66
Pay Roll, thin bars, 8½s, 5 lb. boxes	0 68
Pay Roll, plug, 8½s, 12 and 7 lb. caddies	0 68
Shamrock, plug, 7½s, ½ butts, 12 lbs., boxes 6 lbs.	0 57
Empire, 7s and 14s, caddies 15 lbs., ¼ caddies, 6 lbs.	0 56
Great West, pouches, 8s	0 72
Forest and Stream, tins, 11s, 2 lb. cartons	0 80

Tartan BRAND
THE SIGN OF PURITY

HOUSE CLEANING

EVERYBODY'S DOING IT

Check over your stock and send us your order. We'll ship quick and you'll be prepared for the demand. Brooms, Brushes, Soaps, Ammonia, Scouring and Washing Powders, Mops and Cloths, Clothes Pins, Clothes Lines, Washboards, Pails and Tubs, Polish, etc., etc.

BALFOUR, SMYE & CO., Wholesale Grocers **HAMILTON**

'Phones, 3595, 3596, 3597, 3598, 4656; Night 'Phone, 1807.

Your customers are buying H.P.— SOMEWHERE

It's short-sighted policy to send good customers elsewhere. Are you supplying them with H.P. Sauce? It sells freely—shows a good profit, and brings you a permanent and growing business.

Try a bottle on your own table, and you will see why it's selling so freely.

W. G. Patrick & Co., Ltd., Toronto, Montreal, Etc.
R. B. Seeton & Co., Halifax, N.S.
The Midland Vinegar Co., Ltd., Birmingham, Eng.

Just a Word,—Mr. Grocer

This is what you call your jam season and you are replenishing your stock almost every week.

Upton's,—the old reliable house,—give you in their pure fruit jams and marmalade more real value for your money than is possible elsewhere. They lead because their up-to-the-minute methods produce the best results.

Write us if your jobber cannot supply you.

The T. Upton Co., Limited (Sales Dept.)

ST. CATHARINES

Factories at Hamilton and St. Catharines

A 22 CARAT-INVESTMENT

SILVO is the improved polish, ideal for cleaning the most delicate silver. Ordinary polish necessitates heavy rubbing, this in time wears down the plate. SILVO is quite different from all other polishes on the market because:—Friction is reduced to a minimum—the Plate is preserved and a brilliant shine is obtained with less work. And the SILVO shine lasts.

SILVO

is the Gem of Polishes in every home and a 22 carat investment in every store, showing a good profit on every tin sold.
Write for trial sample and prices and prove its polishing advantages.

REGKITTS' (Oversea) Ltd.,
122, Wellington Street West, TORONTO.

EXTENSIVE ADVERTISING

combined with the superior qualities of Ioco Liquid Gloss, has made the name a household word.

IOCO
LIQUID GLOSS

Women now recognize that this product does more than merely polish. It cleans and disinfects, and at the same time keeps the varnish from cracking. Ioco Liquid Gloss is also popular with motorists as the most reliable polish and cleaner for the highly finished surfaces of automobiles.

Ioco Liquid Gloss comes in half-pint, pint, quart, half-gallon and five-gallon lithographed cans.

Write for prices to the nearest branch of

THE IMPERIAL OIL COMPANY, LIMITED

TORONTO ST. JOHN WINNIPEG SASKATOON
MONTREAL HALIFAX REGINA CALGARY
EDMONTON VANCOUVER

Made in Canada

HOW ABOUT THAT FISH CASE NOW?

The summer time is essentially the fish season, because fish is classed as light meat. With an

Price $27 Net

FISH DISPLAY CASE

you can keep your fresh fish always on display and in a fresh condition. It's the real solution to the fish-displaying problem. **Order an Arctic to-day** and go after the fish trade of your town.

John Hillock & Co., Limited

Makers of High-Grade Refrigerators and Fish Cases

TORONTO

McLEODS·FLOUR·IS·ALWAYS·RIGHT

McLEOD'S FLOUR MAKES THE BEST OF BREAD

¶ McLeod's FLOUR is the highest grade blended flour you can buy---Milled from the finest of Ontario winter wheat and Manitoba spring wheat---for bread and pastry-baking it is unexcelled.

¶ McLeod's FLOUR requires less shortening for pastry and less water in bread baking---the result being in lower cost in the making of pastry, and less evaporation in the bread.

¶ McLeod's FLOUR is the product of a perfected milling science and miller-man skill---the acme of uniformity in high quality---the flour that never disappoints because McLEOD'S FLOUR IS ALWAYS RIGHT.

The above is one of several equally attractive ads. which were designed and used in Canadian Daily Papers to assist Grocers in keeping their business up to usual by selling more McLeod's Flour. Let us send you a trial shipment.

Write for prices to-day.

McLeod Milling Co. Limited

STRATFORD - ONTARIO

LARGEST MAKERS IN THE WORLD

Tin Foil—all descriptions
Tea Lead—all gauges and sizes
Metal Bottle Capsules—any size, color or stamping
Collapsible Tubes—plain or colored

ALL BRITISH MADE

Send specification of your needs or samples of what you now use — stating qualities — We will give you BEST QUALITY — BEST DELIVERY — BEST PRICES

BETTS & COMPANY, LIMITED

Chief Office:—1 Wharf Road LONDON N., ENGLAND

OCEAN BLUE

profits are not "cut to the bone." Every sale leaves you a generous profit—and always will.

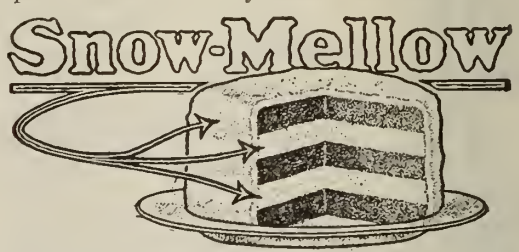
Order from your Wholesaler

HARGREAVES (CANADA) LIMITED,
33, Front Street, E. TORONTO.

Western Agents: For Manitoba, Saskatchewan & Alberta: Nicholson & Bain, Winnipeg, Regina, Saskatoon, Calgary and Edmonton. For British Columbia & Yukon: Donkin, Creeden & Avery, 117, Arcade Buildings, Vancouver, B.C.

Satisfaction and Profit

Camp on the trail of every retailer who features



the new pure food product for making the most delicious icing, cake-filling and meringue.

Satisfaction because he strengthens his hold on the housewife's good-will and

Profit because "Snow-Mellow" sells on sight and leaves a generous profit margin.

"Snow-Mellow" is easy to make. Just one tablespoonful of "Snow-Mellow," one cup of granulated sugar, and flavored to suit the taste, and she has the makings for a score of dainty desserts or rich, fluffy, tender icing and filling.

Ask your jobber for details.

The W. T. OTT CO., Inc.

32-34 Front St. West TORONTO
518 St. Catherine St. MONTREAL

89-M

No. B 124 Butchers'

Ryan Brothers

110 James St. East WINNIPEG

MANUFACTURERS OF

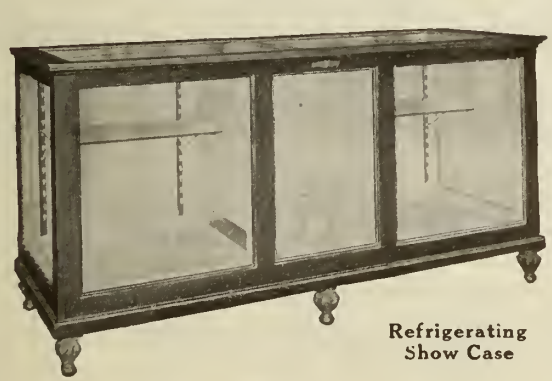
"ECLIPSE" REFRIGERATORS

Superior to others—ask the man who has one

AGENTS FOR:

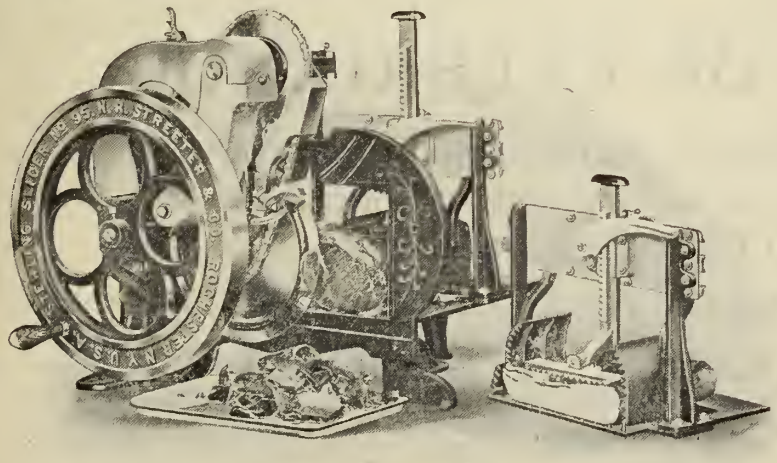
Toledo Computing Scales, Hobart Coffee Mills, and Meat Choppers

Jobbers of Butchers' and Packers' Supplies

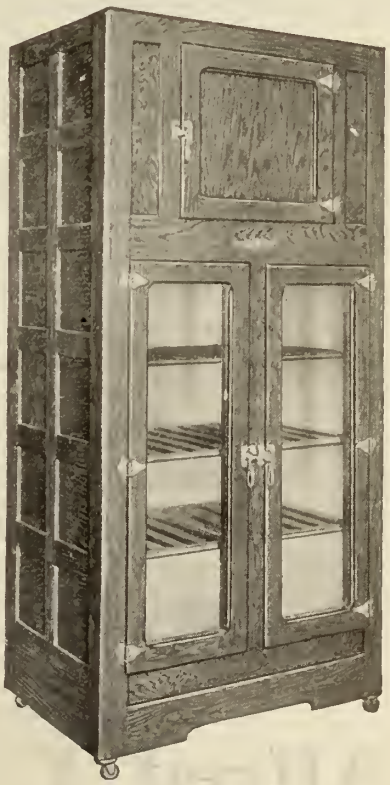


Refrigerating Show Case

Let us have your inquiries. Quotations promptly given. Prompt shipments made.



No. 95 Sterling Slicer



No. 100 Grocers'

Aints To Buyers and Sellers from Quebec City & Province

BUCHANAN & AHERN

Wholesale Commission Merchants
and Importers

GROCERIES, FLOUR,
MILL-FEED, GRAIN, ETC.

20 ST. ANTOINE ST. (Cor. Dalhousie Street)
QUEBEC, QUE.

PROVISIONS, FLOUR
AND
GENERAL GROCERIES

R. F. CREAM & CO., LIMITED

Brokers and Commission Merchants
83 Dalhousie St. - QUEBEC

Kill off the Fly!

Use and sell a British

FLIPFLAP
DESTROYER

It is a leader for an effective, neat, and clean catcher. Never leaks, and every fly is caught for good.

Send a Trial Order To-day.

Hodgson, Sumner & Co., Limited
Montreal

Agents for Ontario, Quebec, New Brunswick, Nova Scotia, Prince Edward Island

7-20-4

The Cigar they Always Buy Again

Its mild, full flavor is pleasant to the tongue and soothing to the nerves. Once they try 7-20-4, smokers who know tobacco quality, cannot enjoy any other cigar. And, of course, they come back for more 7-20-4. Stock up to-day.

Sherbrooke Cigar Co., Limited
SHERBROOKE, P.Q.

Quebec's Responsible Brokers

Our present excellent trade connection is the result of

25 YEARS OF EXPERIENCE

We offer our services in marketing your products as we are open for one or two more good agen for produce, grains or grocery lines, etc.

WRITE US FOR PARTICULARS

BEANS AND CORN A SPECIALTY

Manufacturers—if not represented here, please write to us—

Alfred T. Tanguay & Company

Commission Merchants and Brokers
91 DALHOUSIE STREET - - - - QUEBEC CITY

IMPORTANT NOTICE!!

Manufacturers, Wholesalers and Retailers are all interested in the new Bottle Cap —A wonderful device

¶ A number of prominent Montreal business men have secured the Canadian rights for the new bottle and jar cap which will take the place of cork and other stoppers now used, and are organizing a company under the title of The Canadian Metal Cap & Seal Company, Limited.

¶ The cap is a simple device, consisting of a metal cap, the edge of which is split into fingers, which fit closely around the neck of the bottle. Within the cap is a thin layer of cork or rubber. The cap fits so closely that a gas pressure of over a hundred pounds can readily be held in an ordinary bottle or jar and is removable by a simple pressure of the fingers at the top of the cap.

¶ The cap can be re-used as often as desired, a single pressure on the edge of the cap with two fingers being sufficient to fit the cap tightly around the bottle's neck. This feature makes the cap ideal for use on all bottles or jars containing food products, which are always protected by the air-tight cap, which is replaced on the bottle after usage.

¶ The cap is made in any size and works as well on milk or cream bottles, or preserve jars, as it does on beer or carbonated water bottles. This has not been possible with the old cap. For many uses the cap can be made for standard size bottles, so that they can be used on the bottles of small manufacturers and the general public.

¶ Arrangements will be completed and the company will be ready to manufacture at an early date. Every manufacturer putting his product up in a glass container should get in touch with this company at once. The cost of this cap will compare favorably with any now on the market.

WRITE FOR FULL PARTICULARS

Offices (pro tem.): 501 Yorkshire Building
Montreal, Canada

All Canada is Aglow with the Made-in-Canada Fever

How is it Affecting You?

This idea is gathering momentum daily and the grocer who makes the best of it is the one who will win out with a full cash drawer and a growing business.

The five Made-in-Canada lines here shown represent the leaders in their respective fields—Condensed Milk and Coffee. Their value as sales-producers and repeat business-getters is thoroughly established in the trade. Don't be content to stock them, but get them in the limelight by displaying and pushing them as Canada's original products.

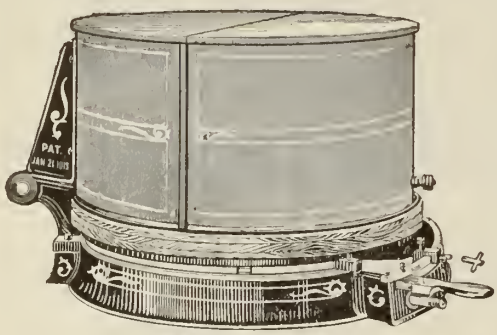
We deliver 5-case lots to any point in Ontario, Quebec and Maritime Provinces, prepaying freight up to 50c per 100 lbs.

Note these prices:

St. George Brand Coffee, 2 doz. in case	$4.80
St. George Evaporated Milk, 4 doz. in case	3.60
Banner Condensed Milk, 4 doz. in case	5.25
Princess Condensed Milk, 4 doz. in case	4.50
Premier Skimmed, 4 doz. in case	3.80

ORDER NOW.

The Malcolm Condensing Co., Limited, St. George, Ont.



The CANADIAN Closed.

The Canadian Cheese Cutter

is MADE IN CANADA

Accuracy } You don't have to choose, the
Economy } CANADIAN gives you both.

You add to your weekly salary and at the same time save yourself a lot of detail work and guessing.

The CANADIAN not only increases your profit, but protects your cheese from flies, dust and other contamination.

The CANADIAN Cheese Cutter is the most practical cutter on the Market. It not only cuts by money value, 5c, 10c, 15c, 20c, etc., but will cut a ¼, ½ or one-pound slice. This is

The Only Computing Cheese Cutter

that will do this with the use of but one operating lever.

The Cabinet is attached to the cutter, which saves you the expense of buying a separate cabinet.

Takes up **Less Room** on your counter or in your Refrigerator.

"Patented Dec. 24, 1912; Jan. 21, 1913."

The Computing Cheese Cutter Co.

WINDSOR, ONTARIO

The CANADIAN Open.

TO THE WHOLESALE TRADE ONLY

WEST INDIA COMPANY, Limited

St. Nicholas Building - - MONTREAL

The Canadian House of
Sandbach, Tinne & Co., 3 Cook Street, Liverpool
(Established 1803)
Sandbach, Parker & Co., Demerara, British Guiana
(Established 1782)

We also represent some of the chief business houses of Barbados, Trinidad, Jamaica, Antigua, St. Lucia, St. Kitts, Grenada, St. Vincent and other West India Islands.

We solicit orders and enquiries for all descriptions of West India produce:

SUGARS MOLASSES MOLASCUIT (Cattle Food)
PIMENTO GINGER NUTMEGS
COCOA COFFEE COCOANUTS, Etc.

We also beg to call attention to our *EUROPEAN DEPARTMENT,* which is in close touch through our Liverpool house, with all English, Continental and Asiatic markets. We can usually quote attractive prices on the following:

Rice, Sago, Tapioca, Pepper, Cinnamon and other Spices, **Walnuts, Peanuts,** and all nuts for Confectionery and Grocery purposes, and Grocery Specialties of all kinds.

We solicit enquiries for any articles you want from Europe or East Indies, and if there is any special article you require for your trade, please ask us about same.

Please note that on 1st May we are moving our office to 428-429 Coristine Building, Montreal.

Sell the Sugar that Turns Mere Shoppers into Permanent Customers. It's

Redpath Sugar

People have full confidence in REDPATH Sugar—confidence based on their mothers' and grandmothers' experience, as well as their own.

Every pound of REDPATH Sugar you deliver strengthens that confidence and satisfaction, for it never falls below the standard of highest quality.

Besides, customers like sugar in the original packages in which it is put up at the refinery. They appreciate the protection which it gets from the REDPATH Cartons and Bags.

Be up-to-date and sell REDPATH Sugar in the 2 and 5-lb. Cartons and the 10, 20, 50 and 100-lb. Cloth Bags.

Canada Sugar Refining Co., Limited, Montreal

CLASSIFIED DIRECTORY OF ADVERTISEMENTS

For the convenience of buyers we have arranged alphabetically below, a list of the lines advertised in this issue. The list, while covering the goods advertised in this issue, does not attempt to cover all the lines carried by our advertisers. The reader can get detailed information by referring to the general as well as to the special headings. For instance, under the heading wholesale grocers, grocers specialties, commission merchants, or manufacturers agents, he can get the names of firms who will supply him with any possible requirement in the grocery trade.

The addresses of the firms listed below are to be found in their advertisements in this and others issues of Canadian Grocer. See index, page 161.

A

Ammonia.
Keenleyside Oil Co.

Apples, Evaporated.
O. E. Robinson & Co.

B

Baking Powder.
IXL Spice & Coffee Mills, Ltd.
McLarens, Ltd.
Royal Baking Powder Co.
White Swan Spice & Cereals. Ltd.

Bags, Paper.
Continental Bag & Paper Co., Ltd.

Barley, Prepared.
Magor Son & Co., Ltd.

Beans, Baked.
Wm. Clark, Ltd.
Dominion Canners, Ltd.
Heinz, Ltd.

Bins, Display.
Walker Bin and Store Fixture Co.

Biscuits.
Carr & Co.
W. J. Crothers Co., Ltd.
McVittie & Price, Ltd.
Moutreal Biscuit Co.

Blacking, Shoe.
F. F. Dalley Co., Ltd.
Nugget Polish Co.

Blue and Bluing.
F. F. Dalley Co., Ltd.
Hargreaves (Canada), Ltd.
Magor, Son & Co., Ltd.

Borax.
Bee Starch Co.
White Swan Spice & Cereals, Ltd.

Brooms.
Stevens-Hepner, Ltd.
Walter Woods & Co., Ltd.

Brushes.
Stevens-Hepner, Ltd.
Walter Woods & Co.

Butter in tins.
Smith & Procter.

Butter.
See Produce and Provisions.

C.

Canned Fruits and Vegetables.
Dominion Canners, Ltd.
Essex Canning Co.
H. P. Eckardt & Co.
Laporte, Martin, Ltd.
No-Vary Products Co.
W. G. Patrick & Co.
E. D. Smith & Son, Ltd.
Warren Bros.

Cans, Fibre.
American Can Co.

Cans, Tin.
American Can Co.
Sanitary Can Co.

Catsup.
Dominion Canners, Ltd.
Heintz, Ltd.
T. A. Lytle & Co.
E. D. Smith & Son, Ltd.

Caps for Glass Bottles and Jars.
Anchor Cap & Closure Co.
Betts & Co., Ltd.
Canadian Metal Cap & Seal Co.

Cereals.
Battle Creek Toasted Corn Flakes Co., Ltd.
Canadian Shredded Wheat Co., Ltd.
Canadian Cereal & Flour Mills Co.
H.-O. Company.
McLeod Milling Co.
Roman Meal Co.
White Swan Spice & Cereals, Ltd.

Cheese, Cream.
Ingersoll Packing Co.

Cheese Cutters.
American Computing Co.
Computing Cheese Cutter Co.

Cherries, Maraschino.
Imperial Extract Co.

Chloride of Lime.
White Swan Spice & Cereals, Ltd.

Clams, Canned.
Shaw & Ellis.

Clothes Pins.
Wm. Cane & Sons Co.

Cocoa and Chocolate.
Walter Baker & Co., Ltd.
F. L. Benedict & Co.
Cowan Co.

Coffee Condensed or Prepared or Essence.
Borden Milk Co.
Malcolm Condensing Co.
Patterson & Sons.
Thos. Symington & Co.
Washington Coffee Sales Co.

Commercial Agencies.
Bradstreets.

Confectionery.
John Cleave & Son, Ltd.
Montreal Biscuit Co., Ltd.
W. G. Patrick & Co., Ltd.
Pascall's, Limited.

Cigars.
Imperial Tobacco Co.
Sherbrooke Cigar Co.
Tucketts, Limited.

Cigarettes.
Imperial Tobacco Co.
Tucketts, Ltd.

Coffee.
Chase & Sanborn.
IXL Spice & Coffee Co.
Laporte, Martin, Ltd.
McLarens, Ltd.
Minto Bros.
Pure Gold Mfg. Co.
White Swan Spice & Cereals, Ltd.

Coffee Mills.
Coles Mfg. Co.
W. A. Freeman & Co.
Woodruff & Edwards.

Commission Merchants and Brokers.
Buchanan & Ahern.
R. F. Cream & Co., Ltd.
Alfred T. Tanguay & Co.
See Manufacturers' Agents.

Corrugated Paper Boxes, Partition Packing, Etc.
Thompson & Norris Co. of Canada, Ltd.

Cotton Twine and Clothes Lines.
Hamilton Cotton Co.
Walter Woods & Co.

Coupon Books.
Allison Coupon Co.

Cream of Tartar
Dearborn Co.
White Swan Spice & Cereals, Ltd.

Crocks.
Belleville Pottery Co.

D.

Display Cases.
John Hillock & Co., Ltd.
Ryan Bros.
Walker Bin & Store Fixture Co.

E.

Egg Carriers & Fillers.
Star Egg Carrier & Tray Mfg. Co.
Trent Mfg. Co.
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Extracts, Flavoring.
Imperial Extract Co., Ltd.
IXL Spice & Coffee Mills, Ltd
McLarens, Ltd.
Pure Gold Mfg. Co.
White Swan Spices & Cereals, Ltd.

F.

Fish, Canned.
Anglo-B.C. Packers Co., Ltd. Ltd.
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W. G. Patrick & Co., Ltd.
Geo. Stanway & Co.
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G

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See Jelly Powders.

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T. A. Lytle & Co.
E. D. Smith & Son.
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Wagstaffe, Ltd.
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They See Them Everywhere
Everyone is Asking For It

Your customers are reading our ads. everywhere—on the billboards, in the magazines, in the religious weeklies, in the fashion quarterlies. All your customers want

O-Cedar Polish

(Made in Canada)

and are asking for it. Do you want to turn down sales and lose good profits because you have no O-Cedar in stock?

Write your jobber to-day. It means sure, steady sales, with no effort on your part.

Channell Chemical Co., Limited

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Miss O-Cedar and Her Polish.

A few turns and the momentum of the big fly-wheels does the rest

NO OPERATING EXPENSES

The initial expense is the only expense you will have in using an "Elgin Coffee Mill"—no cost for electric current, nothing to get out of order, no inconvenience when electric current suddenly fails. A few simple turns of the big fly-wheels and the momentum, backed by the easy, clean-cutting steel grinders, will do the rest.

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Elgin National Coffee Mills

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The "Elgin" can't be equalled for efficient work, and economy.

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The Codville Co., Ltd.
The Young Co., Ltd.
Warren Bros.

J.

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Furnival-New, Ltd.
Lindners, Ltd.
T. A. Lytle & Co.
E. D. Smith & Son, Ltd.
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L

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M.

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O.

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Harris Abattoir Co., Ltd.
Ingersoll Packing Co.
Matthews-Blackwell, Ltd.
Silverwoods, Ltd.

Pottery & Crocks.
Belleville Pottery Co.

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Silverwoods, Ltd.
Same list as Pork Packers.

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Eureka Refrigerator Co.
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Linde Canadian Refrigeration Co., Ltd.

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Mount Royal Milling Co.
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Horton, Cato Mfg. Co.
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Dominion Salt Co., Ltd.
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McLaren's, Ltd.
Pure Gold Mfg. Co.
West India Co.
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Canada Starch Co., Ltd.
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Syrup, Corn.
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T.

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V.

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W.

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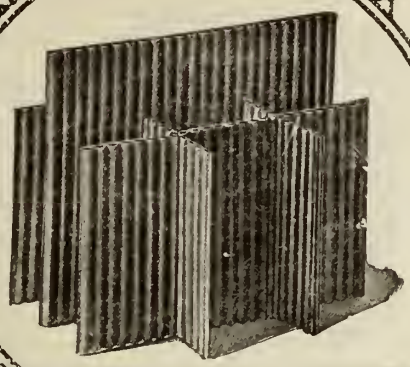

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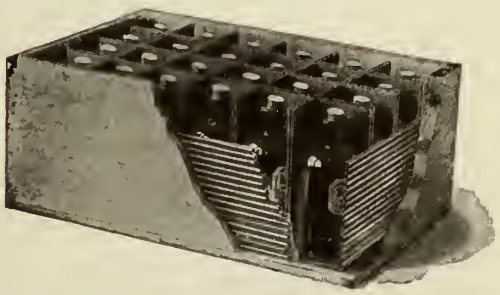

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Thompson & Norris Co. of Canada, Limited
NIAGARA FALLS, ONTARIO

BROOKLYN, N.Y. BOSTON, MASS. BROOKVILLE, IND. LONDON, ENGLAND

It's a "Repeater"

It's easy to fill your shelves with new-fangled cereal foods, but no grocer wants to load up with them until a demand has been created. The best "repeater" among breakfast cereals is

Shredded Wheat

now recognized as the one universal, staple breakfast cereal eaten by youngsters and grown-ups in all climes and in all seasons. The best advertised cereal in the world and hence the best seller, bringing the quickest turn-over and a fair, steady profit all the year 'round.

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The Biscuit is packed in odorless spruce wood cases which may be easily sold for 10 or 15 cents, thereby adding to the grocer's profits.

The Canadian Shredded Wheat Co., Limited
Niagara Falls - Ontario

76-L

"Indian Chief Brand"
CLAMS

POCOLOGAN FRESH CLAMS
TRADE MARK
Indian Chief Brand
CHIEF POCOLOGAN
POCOLOGAN KNEW A GOOD THING 300 YEARS AGO
SO DO YOU — TRY THEM
DIRECTIONS. TO MAKE A STEW ADD ONE PINT GOOD MILK, A PIECE OF BUTTER SIZE OF WALNUT A HANDFUL SMALL CRACKER OR STALE BREAD CRUMBS — HEAT TO A SIMMER

The Very Finest Clams on the Market.

Canned the same day they are taken from the Clam Beds.

Quality First

Packed by
Shaw & Ellis, Pocologan, N.B.

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We Are Offering--

Evap. Peaches, 25-lb. boxes.

Olive Oil, gal. and ½ gal. tins.

Pork and Beans, 2's, tall.

Green or Wax Beans, 2's.

Finest Cohoe Salmon — at very low prices.

It will pay you to get in touch with us.

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Write, Wire or Phone at Our Expense —Adel. 867, 1057, 941.

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QUICK
CLEAN
HANDY

¼-lb. tins—
3 doz. in case

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"Made in Canada"

Cotton Clothes Lines and Cotton Twine

Cotton Lines are as cheap as Sisal or Manila and much better

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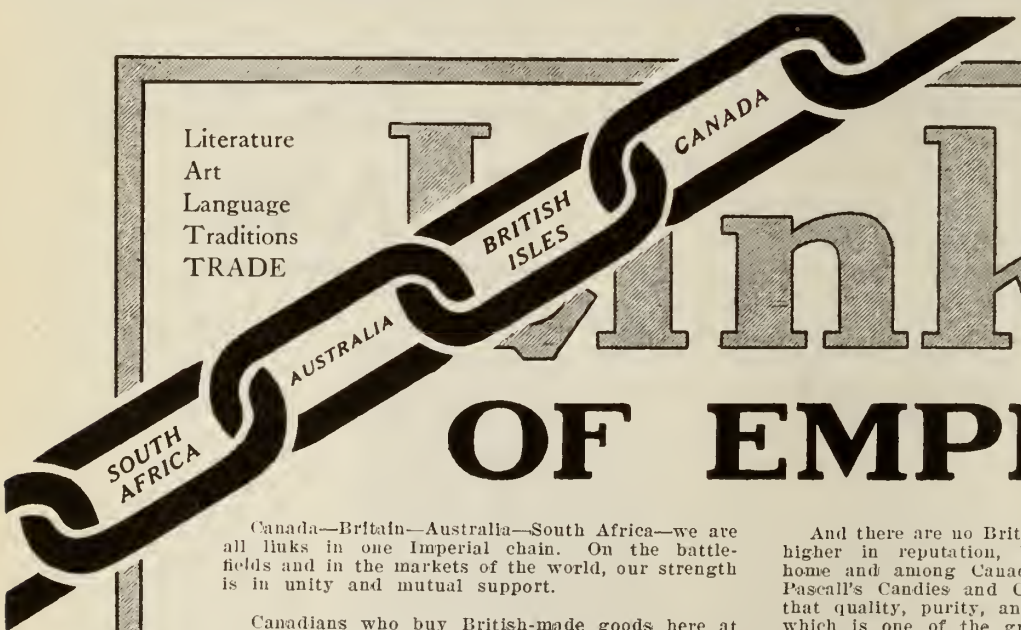

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Canada—Britain—Australia—South Africa—we are all links in one Imperial chain. On the battlefields and in the markets of the world, our strength is in unity and mutual support.

Canadians who buy British-made goods here at home are helping Canada as well as Britain, just as Canadians at the Front are fighting for Canada as well as the Old Country.

And there are no British-made goods which stand higher in reputation, both among Canadians at home and among Canadians in the trenches than Pascall's Candies and Chocolates. They stand for that quality, purity, and integrity of manufacture which is one of the great assets of the Imperial Business Partnership. Ask your grocer for James Pascall's Candies and Chocolates—and do not be put off with any substitute.

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It should find for you among the progressive Grocers of Canada at least one individual who is on the lookout for just such a proposition that you have to offer.

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Daily arrivals of fine, fresh, frozen

Lake Trout and Herring

also Pickled Herring. Just the thing for deliciously appetizing and economical meals. Big margin for the dealer.

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Just Order

"St. Nicholas"

They're the Best

Lemons

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Every sip a delight

Your customers will appreciate the superior quality, flavor, strength and aroma of

SYMINGTON'S COFFEE ESSENCE

Regd Trade Mark

So convenient, so economical. Made instantly by simply adding boiling water. No delay, no trouble. A most excellent seller.

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in recommending to your best customer

'Bluenose' Butter

It always opens up in excellent shape, and its quality and flavor are remarkably fine. Taste "Bluenose" yourself! Then you'll feel more enthusiastic about recommending it.

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SMITH AND PROCTOR
SOLE PACKERS
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Irish Grocer, Drug, Provision and General Trades' Journal
If you are interested in Irish trade.

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Ingersoll Ontario

Write us for New Price List of
WINDSOR SALT
TORONTO SALT WORKS
TORONTO, ONT. GEO. J. CLIFF, Manager

TANGLEFOOT

The Non-Poisonous Fly Destroyer
Destroys Billions of Flies every year—vastly more than all other means combined. Absolutely Sanitary.

The Best for all forms of Coughs, Asthma, Bronchitis, and all ailments of Respiratory Organs.
MERITOL SYRUP
FOR AGENCY, WRITE
THE MERITOL CHEMICAL CO.
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EGG FILLERS
Our capacity is three times the total Filler requirements of Canada.
PROMPT DELIVERIES
by us are therefore certain.
THE TRENT MFG. CO., LTD.
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Having been identified with Sugar for the past thirty years, and being in constant touch with all sections of this country and foreign markets, we are in the best possible position to keep you posted by mail and wire of any actual or contemplated changes and general gossip of the markets. Some of the largest concerns are subscribers, and we should like to place our proposition before you. For further information write
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The Highest Quality
Most Reasonably Priced
"Quality" Cocoa
On Sale Anywhere.
FRANK L. BENEDICT & CO.
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Quality Always Pays

The service and wear you get out of Belleville Stoneware and Fine Clay Products makes them the most economical. Let us quote on your requirements.
Write to-day.
Belleville Pottery Co., Belleville, Ont.

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Buy "PRIDE OF THE ISLAND" Brand
as extensively used for years past by most of the leading packers of Tea in Canada.
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CECIL T. GORDON, MONTREAL

"Gurd's" Dry Ginger Ale is "the specialist's delight"
Light—snappy—tasteful—of most delicate aromatic suggestion. A maximum of selectness at a minimum of cost. Those who drink it regularly—praise it unceasingly. Stock up with "GURD'S" DRINKS—early and completely. Write for 1915 Price List.
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Advertisements under this heading, 2c per word for first insertion, 1c for each subsequent insertion.

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Contractions count as one word, but five figures (as $1,000) are allowed as one word.

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FOR SALE — AT NELSON, B.C. SMALL grocery business in good position. 45% cash business, balance monthly accounts. For terms and particulars apply W. R. Allen, P.O. Box 1140, Nelson, B.C.

FOR SALE — SECOND-HAND McCASKEY Register, in perfect condition. Having placed my business on cash basis I have no use for same. My highest recommendation goes with it. Box 82, Canadian Grocer, Toronto

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WANTED

WANTED—AN EXPERIENCED CLERK FOR General store. One who can speak English and French preferable. First-class references required. Apply Box 113, Comber, Ont.

WANTED—ENERGETIC MAN TO SECURE subscriptions and renewals to MacLean's Magazine and The Farmer's Magazine. Good income guaranteed to capable person. Apply by letter, stating qualifications, to The MacLean Publishing Company, Limited, 143-153 University Ave., Toronto, Canada.

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WANTED—BY EXPERIENCED MANAGER, position as buyer or partnership in progressive business. Successful record. Qualified accountant. Box 79, Canadian Grocer, Toronto.

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MISCELLANEOUS

BUCKWHEAT FLOUR GUARANTEED pure and unsurpassed by any mill in the province. T. H. Squire, Queenshoro, Ont., solicits your orders.

WAREHOUSE AND FACTORY HEATING systems. Taylor-Forbes Company, Limited. Supplied by the trade throughout Canada. (tf)

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THE NATIONAL CASH REGISTER COMpany guarantee to sell a better register for less money than any other house on earth. We can prove it. Make us. The National Cash Register Co., 285 Yonge St., Toronto.

ACCURATE COST-KEEPING IS EASY IF you have a Dey Cost Keeper. It automatically records actual time spent on each operation down to a decimal fraction of an hour. Several operations of jobs can be recorded on one card. For small firms we recommend this as an excellent combination — employees' time register and cost keeper. Whether you employ a few or hundreds of hands, we can supply you with a machine suited to your requirements. Write for catalogue. International Time Recording Company of Canada, Limited. Office and factory, 29 Alice Street, Toronto.

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A large wholesale grocery and wine company would like to secure the services of a good reliable man for the position of Sales Manager, also of a good salesman.

Only applicants with experience and the best references wanted. Would prefer someone who can speak English and French. Apply box 83, Canadian Grocer.

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will add to your profits

Kelway Langport England

grow and sell

SEEDS OF ALL KINDS

for Traders

Write to the actual wholesale growers for rock-bottom prices and illustrated catalogue.

Buy well ahead to secure

LOWEST PRICES.

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Baker's Cocoa and Chocolate

Registered Trade-Mark

are always in demand, sell easily and are thoroughly reliable. You have no selling troubles with them.

Trade-mark on every genuine package

MADE ONLY BY

Walter Baker & Co. Limited

Established 1780

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MR. UP-TO-DATE

you should always carry a stock of

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The last word in flavors.

Order from

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CRESCENT MFG. CO. SEATTLE, WASH.

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WELLINGTON

JOHN OAKEY & SONS, LIMITED, LONDON . ENGLAND.

AGENTS:

Geo. B. Jenkinson, 43 Queen St. East, Toronto, and J. E. Huxley & Co., 220 McDermed St., Winnipeg

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When you let a man "run an account" he has your goods and YOU HAVE NOTHING, except YOUR account of his indebtedness. When you use

ALLISON COUPON BOOKS

you START with his PROMISSORY NOTE, and HE starts with the understanding that you mean business. ALLISON COUPON BOOKS save thousands of dollars a year for merchants like you.

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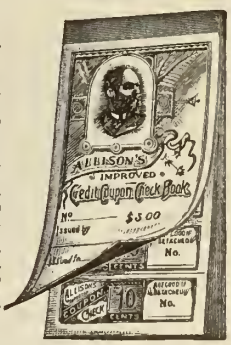
A man wants credit. You think he is good. Give him a $10.00 Allison Coupon Book. Have him sign the receipt, or note form, in the front of the book, which you tear out and keep. Charge him with $10.00—no trouble. When he buys a dime's worth, tear off a ten cent coupon, and so on, until the book is used up. Then he pays the $10.00 and gets another book. No pass books, no charging, no lost time, no errors, no disputes. Allison Coupon Books are recognized everywhere as the best.



For sale by the jobbing trade everywhere.

Manufactured by

ALLISON COUPON COMPANY

Indianapolis, Indiana, U.S.A.

Manufacturers' Agents and Brokers' Directory

The Canadian market is over three thousand miles long and extends from the peach belt to the Arctic Ocean. Manufacturers and merchants can not hope to cover this market satisfactorily or get the best out of their Canadian opportunities without the assistance of local agents. The following firms in all parts of Canada are prepared to act as agents for good lines. The service department of the Canadian Grocer is at the disposal of firms wanting agents or of agents wanting agencies.

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GEO. STANWAY & CO.
TORONTO
Agents for "Horseshoe," "Tiger" and "Sunflower" Salmon. Fred. L. Myers & Son, West Indian products. Pritchard Rice Milling Co., Texan Rices. Alexander Molasses Co., New Orleans Molasses.

W. G. A. LAMBE & CO.
TORONTO
Established 1885
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W. H. Millman & Sons
Wholesale Grocery Brokers
Toronto Ont.

Headquarters for Evaporated Apples and Canned Tomatoes.

The Harry Horne Co.
GROCERY BROKERS
Manufacturers' Agents and Importers
309-11 King W., Toronto, Can.
We can place your goods on the market successfully.
(*Correspond with us.*)

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Limited
Manufacturers' Agents and Importers
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HENRI DE LEEUW
28 Front St. E., Toronto.
IMPORTER-EXPORTER
FOODSTUFFS
Connections all over the world.

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General Brokers
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Open to correspondence from Salmon and Fruit Packers.
Reference: Bank of Montreal.

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Agencies for confectionery lines solicited. My representatives canvass the retail trade every six weeks in the Country and every two weeks in the City. P. O. BOX 1721,
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Wholesale Grocery Brokers and Manufacturers' Agents.
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We solicit accounts of large and progressive manufacturers wanting live representatives.

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Domestic and Foreign Agencies Solicited.

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Manufacturers' Agent
Groceries and Heavy Chemicals
Enquiries solicited for shipment from Spot stock Winnipeg or for Import.
757-759 Henry Avenue, Winnipeg

RUTTAN, ALDERSON & LOUND
LIMITED
COMMISSION BROKERS
Representing Canadian and British Houses
Agencies Solicited.
WINNIPEG. - MAN.

BRITISH COLUMBIA.

The Campbell Brokerage Co.
Manufacturers' Agents and Commission Brokers.
We have our own warehouse and trackage. Shipments stored and distributed. Can give special attention to a few good agencies.
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T. A. MACNAB & CO.
ST. JOHN'S - NEWFOUNDLAND
MANUFACTURERS' AGENTS
and COMMISSION MERCHANTS
Importers and exporters. Prompt and careful attention to all business. Highest Canadian and foreign references. Cable address: "Macnab," St. John's. Codes: A, B, C, 5th edition and private.

W. J. McAULEY
Commission Broker
Flour, Feed, Grains, Potatoes.
We are open for a good agency in foodstuff line, calling on the retail trade.
522 Board of Trade Bldg., Montreal

Our Farm Seeds Make You "Strong"
Your customers will get greater results by sowing the varieties that we specialize in—"Marquis" wheat; "O.A.C. No. 21" barley; D. & H.'s Canadian Giant Mangel and others that give record yields per acre in their respective crops.
Wholesale Catalogue Ready.
Darch & Hunter Seed Co., Ltd.
Box 1287 LONDON, ONTARIO

STORAGE IN OTTAWA
BOND AND FREE
Direct Railway connection. Car distributing. Write for rates.
Dominion Warehousing Co., Ltd.
Phone R54. 46 to 56 Nicholas St., Ottawa.

A want ad. in this paper will bring replies from all parts of Canada.

An Opportunity for the Clerk

Money Prizes for Best Examples of Sales Expansion and Methods Used to Move Out the Goods —Contest Closes on June 1—Enter it at Once.

CANADIAN GROCER wants to see every clerk a REAL salesman: Anybody can take orders that are spoken over the counter or the telephone, but it requires a clerk who knows his goods and his customer to SELL things.

We have always been interested in the making of better salesmen, and that is why we are running this contest for clerks.

Each one of you has at some time or another conducted a selling campaign on some particular line.

You have, by adopting certain selling methods, expanded sales on one or more lines of goods; or you have raised the standard of quality of certain lines of goods sold regularly to your customers.

We want you to tell the story about it in as few words as possible—but tell it fully.

Prizes will be offered as follows:—The clerk who gives the best example of the expansion of sales on any particular line of goods or associated lines will receive a cash prize of $3. The second prize will be $2, and the third $1. There will, of course, be other answers suitable for publishing. These will be printed and paid for at regular space rates for correspondence. This gives everybody a chance. The contest will help every clerk who enters it, because it means the analyzing of sales and methods.

Conditions and Suggestions.

1. The articles on which sales were expanded must have been sold at regular prices, not at cut rates.

2. Each clerk may send in as many items for the contest as he may desire, but each must refer to one particular line, or associated lines, and must be written on a separate sheet of paper.

3. Answers should be confined to as brief space as possible.

4. Where possible, point out either the quantity or the value of the goods sold by adopting certain methods.

5. Answers must be in by June 1. Better send them along at once.

Each clerk has some strong evidence up his sleeve of the selling power of the staff of a retail store. He knows selling talks that have sold new goods or raised the standard of staples selling all the time; he can tell of unique display methods or a well written newspaper advertisement that has brought business; and he can point to a dozen and one little store "kinks" for expanding sales.

All replies should be addressed to The Editor, Canadian Grocer, 143-153 University Ave., Toronto. Further particulars on request.

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2 IN 1 SHOE POLISHES

In Our New Patent
"EASY-OPENING-BOX"

For all shoes - Easy to use

BLACK WHITE TAN

THE BEST POLISH FOR FOOT-WEAR OF ALL KINDS.

HAS THE LARGEST SALE OF ANY INDIVIDUAL SHOE POLISH IN AMERICA.

MADE IN CANADA

THE F. F. DALLEY CO., LTD.
HAMILTON, ONT.

"VICTORIA" Brand VARIETIES

SOME PEOPLE—a few from choice and others from necessity—insist upon something "cheap." Invariably the result is that they are dissatisfied with the grocer that sold them, or disgusted with prepared foods in general. But sell them a "VICTORIA" product and they become permanent and profitable customers.

"Quality" has ever been the foremost consideration in everything that bears a "Victoria" Label.

Upon request we will gladly send you a sample of the following varieties:

"VICTORIA" CANNED GOODS

Canned Absolutely Fresh

VEGETABLES

Tomatoes, 3s and gals.
Peas, 2s
Corn, 2s
Refugee Beans, 2s
Wax Beans, 2s
Rhubarb, gallons
Very attractively labeled.

FISH

Choicest Red Sockeye Salmon
1s Tall
Best Norwegian Sardines
In pure olive oil, ¼s tins

FRUITS

Strawberries, 2s
Raspberries, 2s
Peaches, 2s
Pears, 2s
Plums, 2s
Pumpkins, 3s and gals.
Every tin guaranteed.

"VICTORIA" TEA

Is a repeater—
Gives maximum cup quality and flavor.

VICTORIA CONDENSED MILK

Every initial sale makes for you a permanent customer.

"VICTORIA" COFFEE

Has a rich, nostril-licking aroma.
5s, 10s and 25-lb. tins.

"VICTORIA" SPICES

Guaranteed Pure 1s tin—5s and 10s Boxes

"VICTORIA" CURRANTS

Finest Patras in 1s packages

"VICTORIA" RICE

The best English Rice Imported

"VICTORIA" CANADIAN WINE

It is pure—richly flavored, and always uniform in quality. In bulk and half-gallon bottles.

NOW! OBEY THAT IMPULSE!

and come to our store when you want the best in groceries.

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LAPORTE, MARTIN, LIMITÉE

568 St-Paul **Tel. Main 3766** **Montreal**

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MADE IN CANADA AT TORONTO

Per case, 2 doz., $4.50.

2 oz. bottles, per doz., $2.00.

4 oz. pkgs., 90c. per dozen.

Per case, 3 doz., $1.20.
(A due bill in each case)

4 oz. tins, 4 doz. case, per doz., 90c.

Per case, 2 doz., $5.50. (Premium package)

Per case, 1 doz. 5-lb. bags, $3.00.

4 oz. bottles, per doz., $2.00.

Per case, 3 doz., $3.00.

Per case, 3 doz., $3.00.

Per case, 3 doz., $3.00.

16 oz., 4 doz. case, per doz., $2.25.

Per case, 1 doz. 5-lb. bags, $4.80.

4 oz. pkgs., 4 doz. case, per doz., 45c.

Per case, 2 dozen, $3.00.

Per case, 3 dozen $3.60.

8 oz., 4 doz. case, per doz., 35c.

½ lb. pkgs., 4 doz. case, per doz., 45c.

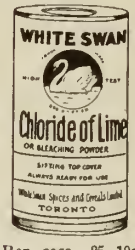
Per case, 2 doz., $3.75.

Per case, 3 doz., $3.00.

½ lb. pkgs., 4 doz. case, per doz., 90c.

8 oz. bottles, 4 doz. case, per dozen, 90c.

1 oz. dredge tins, 4 doz. case, per doz., 45c.



Per case, 25 10c tins, $2.00.

Per case, 4 doz. $3.50.

4 oz. pkgs., 4 doz. case, per doz., 90c.

3 oz. bottles, per dozen, $1.50.

2 oz. pkgs., 4 doz. case, per doz., 45c.

4 oz. pkgs., 4 doz. case, per doz., $1.50.

Dredge canister. 4 dozen case, per doz., 90c.

2½ oz. dredge tins, 4 doz. case, per doz., 85c.

4 oz. tins, 4 doz. case, per doz., 85c.

1 lb. tin, 4 and 2 doz. cases, per lb., 36c.

Nickel top bottles, $1.00 per doz.

Window front, 4 doz. pkgs., 4 doz. case, per doz., 75c.

4 oz. dredge tins, 4 doz. case, per doz., $1.00.

Freight prepaid on five-case lots.

Every sale is accompanied with our money back guarantee, which permits you to return at any time any WHITE SWAN Goods that are not found exactly as represented or which prove unsatisfactory in any way.

We never consider a sale complete until the customer is entirely satisfied, and if there is anything wrong—we make it right.

WHITE SWAN SPICES & CEREALS, LIMITED, PEARL STREET, TORONTO

Double Your Biscuit Sales During 1915 by Centralizing Your Efforts on the Biggest Package for the Money

Meadow Cream Sodas are the lightest, crispest biscuits made—the package is the largest on the market for the money.

This brings first sales; repeats come as a result of their delicious, rich, creamy flavor.

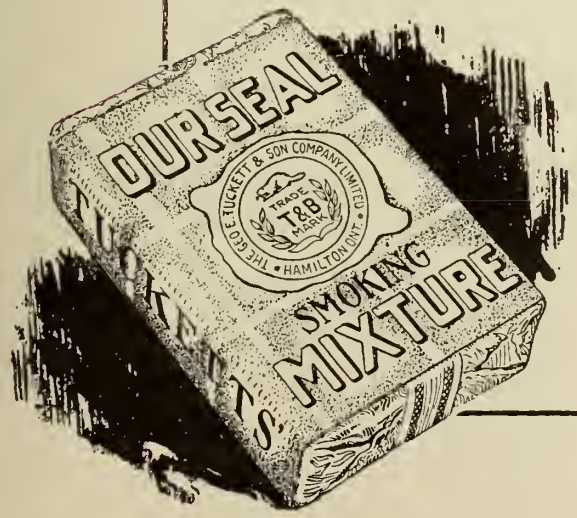
Don't stock Meadow Cream Sodas for the sake of handling them, but sell them. **Give them a prominent display. Trial shipment on request.**

In ordering don't forget we have a large assortment of Sweet Biscuits. Try our Graham Wafers, one of a large variety we make.

W. J. CROTHERS & CO., KINGSTON, ONT.

Our Seal TUCKETT'S SMOKING *Tobacco*

has a peculiarly delightful fragrance—not a straight one-kind tobacco but a blend of the choicest leaves which took years of testing and experimenting to achieve. "Our Seal" is well known throughout tobacco-using Canada. While new on the market as compared with some of our old established brands, it is rapidly gaining in popularity with smokers who know and appreciate a really good blend.



You should stock "Our Seal."
Ask your wholesaler.

Tuckett, Limited
HAMILTON

W. CLARK, Limited

Made in Canada

From Canadian Products

Montreal - Canada

CANADIAN GROCER

Only Weekly Grocery Paper Published in Canada

THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. XXX PUBLICATION OFFICE: TORONTO, APRIL 23, 1915 No. 17

RICE

Buy Now—
Push Sales—
Prices are Right—

There's no better food value, and

If it's "Mount Royal" brand
It's "Milled in Canada."

D. W. ROSS COMPANY, Agents

Montreal

If You Have Ever Had the Belief

that a high-grade product at the right price is the only kind of backing that will permanently build up your sales and customer list—then you should certainly look into

CODOU'S MACARONI

AND PASTE PRODUCTS

Codou's is the finest the world produces, for it has, as its main ingredient, the best grain in the world for this special purpose — Russian Taganrok wheat. Codou's is made by acknowledged experts who have devoted their whole lives and energies to perfecting paste products.

Codou's is sought the world over for its better quality and wholesomeness.

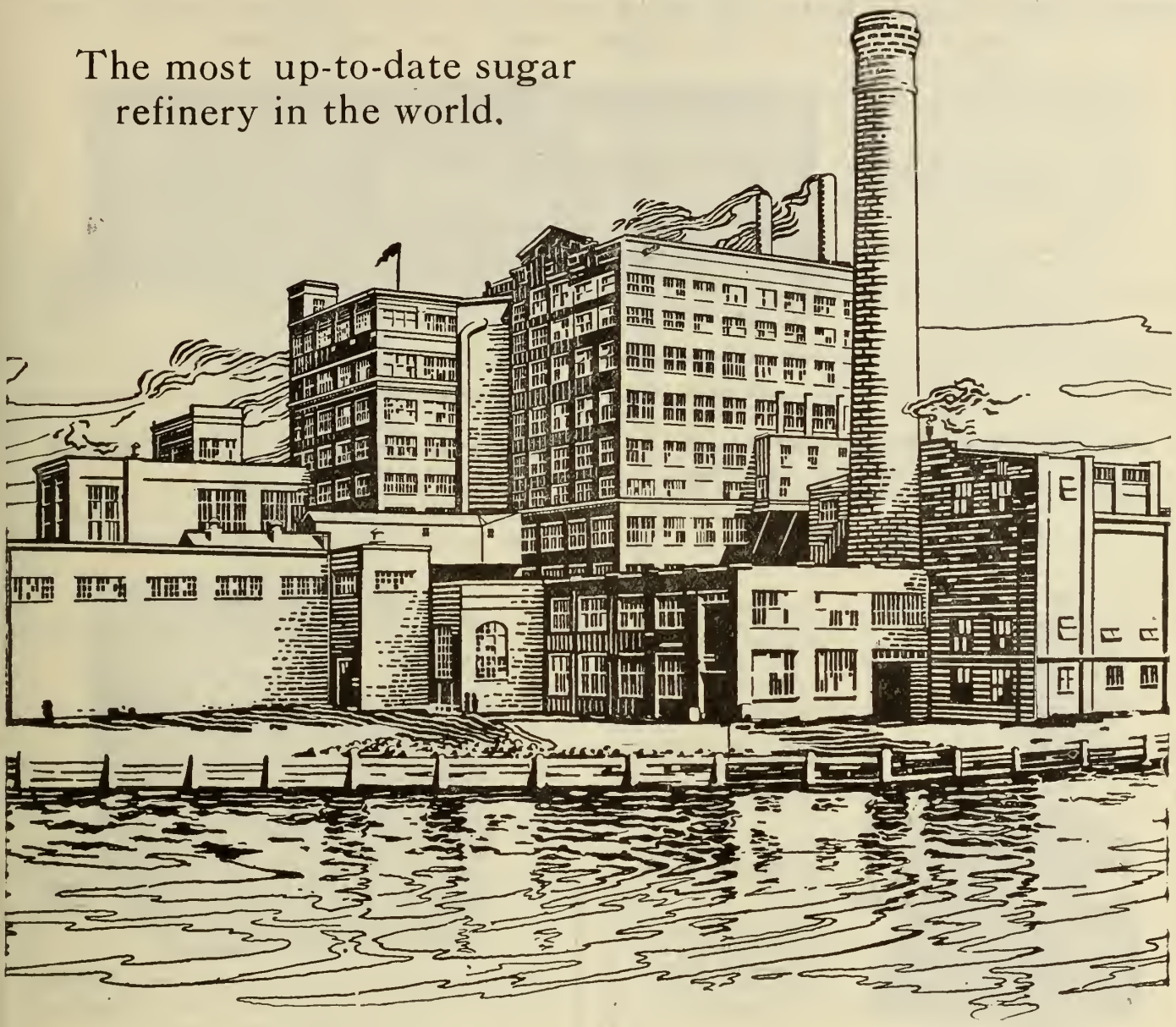
Make it possible for your customers to enjoy the dish the best families in the world delight in, by suggesting and displaying Codou's.

Stock Up Now!

ARTHUR P. TIPPET & CO.

AGENTS -:- -:- MONTREAL

The most up-to-date sugar refinery in the world.



This is the home of

Lantic Sugar

where Quality is the watchword, and where every step in the process of manufacture is one of care and patience for quality.

Your customers are reading "Lantic" advertisements. They'll be asking for "Lantic" Sugar. Stock up.

The Red Ball goes on every Package and Bag

ORIGINAL PACKAGES

Lantic *Granulated*
2 lb. and 5 lb. Sealed Boxes. 10 lb., 20 lb., 100 lb. Bags

Lantic *Powdered*
2 lb. Sealed Boxes

Lantic *Icing*
1 lb. Sealed Boxes

Lantic Sugar

Atlantic Sugar Refineries Limited

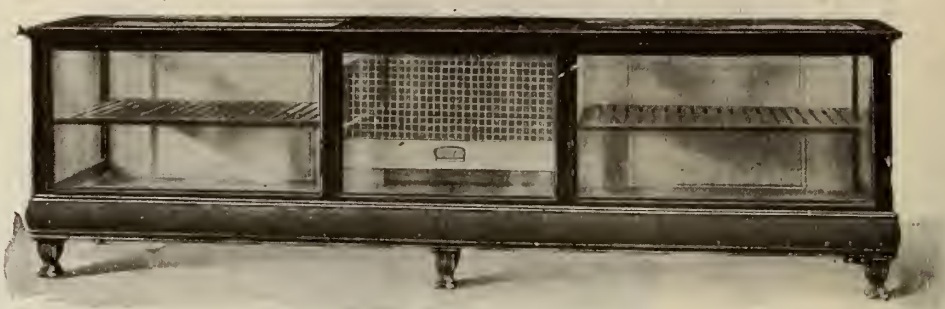
MONTREAL, Que. ST. JOHN, N.B.

Perishable goods must be sold quickly—why not keep them on display and at the same time nice and fresh?

Goods displayed in our **Arctic Refrigerator Silent Salesman** will sell quickly and remain fresh and inviting in the hottest weather.

This case comes in 6 and 8 ft. lengths, double glass and well finished, produces dry cold circulating air with smallest ice consumption.

A money-maker—write for catalog and prices.



John Hillock & Co., Ltd.
TORONTO, ONT.

Don't Buy "An Electric Coffee Mill"

Buy a COLES GUARANTEED ELECTRIC MILL

There's a tremendous difference — as great as there is between an unsigned check and a signed one.

When the name COLES is on your mill you're certain it's "right."

Have you a copy of Catalogue 913C?

26 models of electric machines. Makers of Hand Coffee Mills for twenty-five years.

COLES MANUFACTURING CO.
1615 North 23rd St. **PHILA., PA.**

Agents: Chase & Sanborn, Montreal; The Codville Co., Winnipeg; Todhunter, Mitchell & Co., Toronto; James Turner & Co., Hamilton, Ontario; Kelly, Douglas & Co., Vancouver, B.C.; L. T. Mewburn & Co., Calgary, Alta.

Carr & Co.'s Carlisle Biscuits

have their own distinct following. People who know good biscuits, use good biscuits, demand good biscuits, are the people who buy Carr's Biscuits.

The mere "say so" that you handle Carr's Biscuits puts you into the front rank of a quality salesman.

For Prices, etc., Write To-day

CARR & CO. CARLISLE ENGLAND

AGENTS: Wm. H. Dunn, Limited, Montreal; Dunn-Hortop, Limited, Toronto; Hamblin & Brereton, Limited, Winnipeg, Man., and Vancouver, B.C., also 510 Ninth Ave. W., Calgary, Alta., and Edmonton, Alta.; T. A. MacNab & Co., St. John's, Newfoundland.

WINNING THE BUYER'S FAVOR

THE best possible buyer is not made an actual buyer at a single step. It is one thing to win the buyer's favor for an article and another to make adjustments incident to closing the sale. Winning the buyer's favor is the work of trade paper advertising. Under ordinary conditions it should not be expected to do more.

The liquid proof of the superiority of Winona Concords

You will have no doubt as to the standing of Winona Concord Grapes in the fruit world if you could have access to the books of Canada's grape growers. You would find that there are at least five carloads of Concords shipped on actual order from Winona to one from any other locality in Canada. This means that the Winona Concord quality is widely known and appreciated.

This delicious quality is reflected in E. D. S. Grape Juice—the rich, fine flavor of the freshly picked fruit is there to the last drop in the bottle.

Try E. D. S. Grape Juice yourself and compare it with others. The proof of Grape Juice is in the glass.

Send a trial order to-day.

Order your summer's supply of E.D.S. Grape Juice now.

E. D. Smith & Son, Limited

WINONA, ONT.

Agents:

NEWTON A. HILL
Toronto
MASON & HICKEY
Winnipeg
A. P. ARMSTRONG
Sydney, N.S.

W. H. DUNN
Montreal
R. B. COLWELL
Halifax, N.S.

Get ready for the Camping and Outing season with an attractive display of

BORDEN

Milk Products

The most indispensable articles on the campers' and picnicers' lists are Borden's Condensed Milk and Reindeer Coffee or Cocoa.

Liked for their quality, flavor and deliciousness. Preferred to dairy products because of their convenience and economy, and the fact that hot summer days will not spoil their high quality.

The heavy call for Borden's Milk Products is almost here. Get up an attractive display now, and feature Borden's for campers and picnicers. Replenish your stock to-day.

Borden Milk Co., Limited

"Leaders of Quality"

MONTREAL

Branch Office: No. 2 Arcade Building
Vancouver, B.C.

All Canada is Aglow with the Made-in-Canada Fever

How is it Affecting You?

This idea is gathering momentum daily and the grocer who makes the best of it is the one who will win out with a full cash drawer and a growing business.

The five Made-in-Canada lines here shown represent the leaders in their respective fields—Condensed Milk and Coffee. Their value as sales-producers and repeat business-getters is thoroughly established in the trade. Don't be content to stock them, but get them in the limelight by displaying and pushing them as Canada's original products.

We deliver 5-case lots to any point in Ontario, Quebec and Maritime Provinces, prepaying freight up to 50c per 100 lbs.

Note these prices:

St. George Brand Coffee, 2 doz. in case	$4.80
St. George Evaporated Milk, 4 doz. in case	3.60
Banner Condensed Milk, 4 doz. in case	5.25
Princess Condensed Milk, 4 doz. in case	4.50
Premier Skimmed, 4 doz. in case	

ORDER NOW.

The Malcolm Condensing Co., Limited, St. George, Ont.

G.N.W. TELEGRAPH **TELEGRAM** COMMERCIAL CABLES

GOLD DUST

A Message To Grocers

"Keep a good supply of GOLD DUST on hand, and keep it where your customers can see it," is our message to you, Mr. Grocer. Our message to your customers is extensive, persistent, persuasive advertising that keeps the GOLD DUST sales coming your way.

THE N.K. FAIRBANK COMPANY
LIMITED

Nothing has "caught on" with the average housewife quite as quickly, as thoroughly, as firmly, as

SIMCOE BRAND Summer Vegetables

You see, folk really DO prefer the crisp tenderness and summertime flavor that only "SIMCOE" Summer Vegetables can give.

Will a couple of cases do for first order? Tell your wholesaler to-day.

'CAMP' pays Buyer and Seller alike!

No better Coffee Essence can be bought—or sold—since no better c n be made.

'CAMP' pleases your customers—ALWAYS 'CAMP' shows you a good profit. You do the 'summing up'—then ask your Wholesale House about supplies.

R. Paterson & Sons, Coffee Specialists, Glasgow

CAMP COFFEE

Freeman's Electrical

Driven Meat Chopper Bone Grinder and Coffee Mill

The above is our Bone Grinding attachment, attached to one of our No. 40. We have meat cutting attachments and coffee grinding attachments for the above. They are fully guaranteed in every way. Send for catalogue which gives full particulars, prices and terms.

The W. A. Freeman Co., Limited
Hamilton, Canada

THEY STAND ALONE

Goodwillie's Pure Fruits

In Glass are highest quality packed

Agents:
Rose & Laflamme Limited
Montreal and Toronto

You can get them from your Wholesaler

The choice of most good smokers—

MASTER MASON

wins satisfied customers when most other tobaccos fail. Its mild, soothing flavor makes a big hit with smokers who KNOW. Some of the other favorite Rock City lines are Rose Quesnel (smoking); King George's Navy (Chewing); Maple Sugar (Chewing).

Stock these quality lines to-day.

Rock City Tobacco Co.
LIMITED
QUEBEC WINNIPEG

ON ACTIVE SERVICE

OCEAN BLUE is in the front rank.

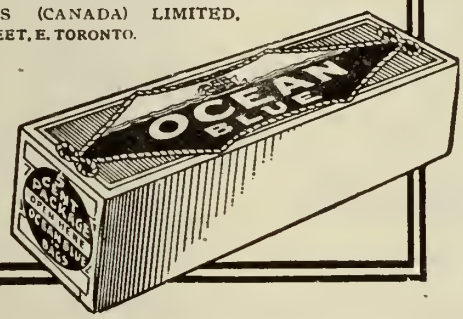
It has advanced in favour by reason of its superior quality, great effectiveness, and the invariably excellent results it produces. You do justice to your own good judgment when you recommend

OCEAN BLUE

Order from your Wholesaler

HARGREAVES (CANADA) LIMITED,
33 FRONT STREET, E. TORONTO.

Western Agents: For Man., Sask. & Alta. Nicholson & Bain Winnipeg, Regina, Saskatoon, Calgary and Edmonton. For B.C. and Yukon: Donkin, Creeden & Avery, 117, Arcade Buildings Vancouver, B.C.



"SOVEREIGN" SALMON

FINEST BRITISH COLUMBIA SOCKEYE

QUALITY IS OUR FIRST CONSIDERATION

PACKED BY
THE ANGLO BRITISH COLUMBIA PACKING CO. LIMITED
VANCOUVER, B.C.

Same Old Story—hubby raising a fuss about the salt again

If you wish to bring joy to and get the blessing of the good housewives in your town, sell them the scientifically prepared, free-running

SIFTO Table Salt

It eliminates all the chances of caking in the shaker and is put up in handy, germ-proof and damp-proof packages—is a big selling line. Order now.

The Dominion Salt Co., Limited
Sarnia, Ontario

The Best Proofs

of the PRE-EMINENCE of the

Continental Grocery Bags

are the bags themselves.

Manufactured for those who use the best.

Ask the man who uses them

The Continental Bag & Paper Company, Limited
Manufacturers OTTAWA

Branches, Montreal and Toronto.
Agencies throughout Canada.

There Are Many Ways

of increasing your sales and adding to your profits, but the

BIGGEST—QUICKEST—EASIEST

way is to have always in stock plenty of

O-Cedar Polish

(Made-in-Canada)

By our national advertising campaign we have made and are increasing the demand for O-Cedar. If you don't supply the demand, someone else will. Why turn down sure sales?

Your Jobber is Ready to Fill Your Order

Channell Chemical Co., Limited

369 Sorauren Ave., Toronto

Miss O-Cedar and Her Polish

LIKE FLOUR OR SUGAR

You have a speedy selling staple in

Parowax

Housewives demand it because they know it has no equal for sealing preserves. When they think of sealing they think of Parowax.

Parowax is also largely used in the wash boiler, loosening dirt and grease quickly, without hand rubbing.

We are advertising Parowax in magazines and newspapers throughout Canada this year. Be ready for your customers when they ask for it.

Put up in ¼-lb. cakes, 4 cakes in a carton, 20, 40 and 100 cartons to a case.

MADE IN CANADA

THE IMPERIAL OIL COMPANY
Limited

BRANCHES IN ALL CITIES

"Indian Chief Brand"
CLAMS

POCOLOGAN FRESH CLAMS
TRADE MARK
Indian Chief Brand
CHIEF POCOLOGAN
POCOLOGAN KNEW A GOOD THING 300 YEARS AGO
SO DO YOU — TRY THEM
DIRECTIONS TO MAKE A STEW ADD ONE PINT GOOD MILK A PIECE OF BUTTER SIZE OF WALNUT A HANDFUL SMALL CRACKER OR STALE BREAD CRUMBS — HEAT TO A SIMMER

The Very Finest Clams on the Market.

Canned the same day they are taken from the Clam Beds.

Quality First

Packed by

Shaw & Ellis, Pocologan, N.B.

AGENTS:

Montreal, R. B. Hall & Son **Ottawa, William Forbes**
Quebec, A. Francois Turcotte

CLARK'S
MADE-IN-CANADA
PRODUCTS

CLARK'S
PEANUT BUTTER
Any oil that has risen to the top of the butter is pure peanut oil and should be thoroughly mixed in again before using.
W. CLARK
MONTREAL
AND ST REMI

Get ready for your

SUMMER TRADE NOW

Clark's Peanut Butter

in ¼, ½ and 1 Glass Jars and 5, 10 and 24 lb. Pails.

Clark's Tomato Ketchup

in 8 oz., 12 oz., 16 oz. Bottles and 1 Gal. Stone Jugs

Clark's Pork and Beans

Plain, Chili and Tomato Sauce

CANNED MEATS, SOUPS, MINCEMEAT, PLUM PUDDINGS, ETC., ETC.

Every Package has the Clark guarantee behind it.

W. CLARK, LIMITED MONTREAL

Clark's

Tartan BRAND
THE SIGN OF PURITY

HOUSE CLEANING

EVERYBODY'S DOING IT

Check over your stock and send us your order. We'll ship quick and you'll be prepared for the demand. Brooms, Brushes, Soaps, Ammonia, Scouring and Washing Powders, Mops and Cloths, Clothes Pins, Clothes Lines, Washboards, Pails and Tubs, Polish, etc., etc.

BALFOUR, SMYE & CO., Wholesale Grocers **HAMILTON**

'Phones, 3595, 3596, 3597, 3598, 4656; Night 'Phone, 1807.

The good margin on

Bee Brand Products

makes them an excellent line for you to handle. A line you can push with enthusiasm. Bee Brand Products are such general favorites that the big margin is considerably bigger when you get things figured out. Make these good profits your profits by getting the Bee Brand Line to-day.

FORBES & NADEAU, Montreal, Que.

ONION SETTS

Subject to being unsold on receipt of order, we offer a limited quantity of Choice **Yellow Globe ONION SETTS**, put up in bags of 32 lbs., for

10c. lb.

Five bag lots, billed 1c lb. less.
Rush your order. This shipment will not last long.

H. J. ASH
WHOLESALE FRUIT DEALER
44-46 Church Street, - TORONTO

Sanitary Cans

"The Can of Quality"

Baked Beans,
Soups,
Meats and Milk.

Sanitary Can Company
LIMITED
NIAGARA FALLS, ONTARIO

St. Lawrence Granulated

The Canadian Standard of Quality.

100 Per Cent. Pure Cane Sugar.

If it's BUSINESS you want, Sir, H.P. Sauce will surely bring it along—

H.P. is no shelf-warmer, it's no sooner on than it's off again—off again to good purpose, too, to your customers and to you.

Don't TRY to do without

W. G. Patrick & Co., Ltd., Toronto, Montreal, Etc.
R. B. Seeton & Co., Halifax, N.S.
The Midland Vinegar Co., Ltd., Birmingham, Eng.

LARGEST MAKERS IN THE WORLD

Tin Foil—all descriptions
Tea Lead—all gauges and sizes
Metal Bottle Capsules—any size, color or stamping
Collapsible Tubes—plain or colored

ALL BRITISH MADE

Send specification of your needs or samples of what you now use — stating qualities — We will give you BEST QUALITY — BEST DELIVERY — BEST PRICES

BETTS & COMPANY, LIMITED

Chief Office:—1 Wharf Road LONDON N., ENGLAND

Manufacturers' Agents and Brokers' Directory

The Canadian market is over three thousand miles long and extends from the peach belt to the Arctic Ocean. Manufacturers and merchants can not hope to cover this market satisfactorily or get the best out of their Canadian opportunities without the assistance of local agents. The following firms in all parts of Canada are prepared to act as agents for good lines. The service department of the Canadian Grocer is at the disposal of firms wanting agents or of agents wanting agencies.

ONTARIO.

W. G. A. LAMBE & CO.
TORONTO
Established 1885
SUGARS FRUITS

W. H. Millman & Sons
Wholesale Grocery Brokers
Toronto Ont.
Headquarters for Evaporated Apples and Canned Tomatoes.

The Harry Horne Co.
GROCERY BROKERS
Manufacturers' Agents and Importers
309-11 King W., Toronto, Can.
We can place your goods on the market successfully.
(*Correspond with us.*)

W. G. PATRICK & CO.
Limited
Manufacturers' Agents and Importers
51-53 Wellington St. W., Toronto

HENRI DE LEEUW
28 Front St. E., Toronto.
IMPORTER - EXPORTER
FOODSTUFFS
Connections all over the world.

WESTERN PROVINCES.

GEORGE E. MEASAM
COMMISSION MERCHANT
Agencies for confectionery lines solicited. My representatives canvass the retail trade every six weeks in the Country and every two weeks in the City. P. O. BOX 1721,
Edmonton, - - - - - Alberta.

H. P. PENNOCK & CO.,
Limited
Wholesale Grocery Brokers and Manufacturers' Agents.
WINNIPEG.
We solicit accounts of large and progressive manufacturers wanting live representatives.

W. H. Escott Co.,
LIMITED
Wholesale Grocery Brokers and Manufacturers' Agents
Commission Merchants
WINNIPEG REGINA
CALGARY EDMONTON

WATSON & TRUESDALE
Wholesale Commission Brokers and Manufacturers' Agents.
120 Lombard Street
WINNIPEG - MAN.
Domestic and Foreign Agencies Solicited.

FRANK H. WILEY
Manufacturers' Agent
Groceries and Heavy Chemicals
Enquiries solicited for shipment from Spot stock Winnipeg or for Import.
757-759 Henry Avenue, Winnipeg

RUTTAN, ALDERSON & LOUND
LIMITED
COMMISSION BROKERS
Representing Canadian and British Houses
Agencies Solicited.
WINNIPEG, - MAN.

BRITISH COLUMBIA.

The Campbell Brokerage Co.
Manufacturers' Agents and Commission Brokers.
We have our own warehouse and trackage. Shipments stored and distributed. Can give special attention to a few good agencies.
857 Beatty Street - Vancouver, B.C.

NEWFOUNDLAND.

T. A. MACNAB & CO.
ST. JOHN'S - NEWFOUNDLAND
MANUFACTURERS' AGENTS
and COMMISSION MERCHANTS
Importers and exporters. Prompt and careful attention to all business. Highest Canadian and foreign references. Cable address: "Macnab," St. John's. Codes: A, B, C, 5th edition and private.

W. J. McAULEY
Commission Broker
Flour, Feed, Grains, Potatoes.
We are open for a good agency in foodstuff line, calling on the retail trade.
522 Board of Trade Bldg., Montreal

The "GORGON"
A British DESTROYER
A clean, neat and effective **Fly Catcher.** Every fly is caught for good. Absolutely no leakage.
Send a Trial Order
Hodgson, Sumner & Co.
LIMITED
Montreal
Agents for Quebec, Ontario, New Brunswick, Nova Scotia, P.E. Island

YOU CAN TALK ACROSS THE CONTINENT FOR TWO CENTS PER WORD WITH WANT AD. IN THIS PAPER

A want ad. in this paper will bring replies from all parts of Canada.

94,113,664 lbs.
more Indian than Ceylon

Great Britain used, in 1909, 65,012,828 pounds more of Indian than Ceylon tea.

In 1914, the excess of Indian over Ceylon was 94,113,664 pounds, **or a gain in five years of twenty-nine million pounds in favor of Indian tea,** and the average price of Indian tea is ½c per pound more than for Ceylon.

This marvellous gain in the use of Indian tea is due simply to its intrinsic value; its economy in use on account of its greater strength; its richness and flavor; qualities that are appreciated in Canada just as much as in Great Britain.

A very large amount of money has been spent in advertising Ceylon tea, but Indian tea has kept forcing itself to the front. We take some credit for this in Canada, as we were probably the first in this country to appreciate the real value of Indian tea, and it has been the use of a large percentage of Indian tea, especially those from the Assam district in Northern India, that has given Red Rose Tea the distinctive character which has made it such a favorite.

Other firms who have been strong advocates of Ceylon tea alone are sure to follow our lead, and before very long will be using and advertising Indian tea, and when they do, you will remember it as "a tribute to Red Rose Tea"—Always the leader in real value and quality.

T. H. ESTABROOKS CO., Limited

St. John Montreal Toronto Winnipeg Calgary

BANNER BRAND
Jams and Jellies

Contain nothing but pure fruit and best of cane sugar. Such perfect Purity and full flavor mean maximum economy in use.

Put up in 2, 4, 5 and 7-lb. gold-lacquered pails, also special Anchor Cap Tumbler, and 12-oz. glass jars.

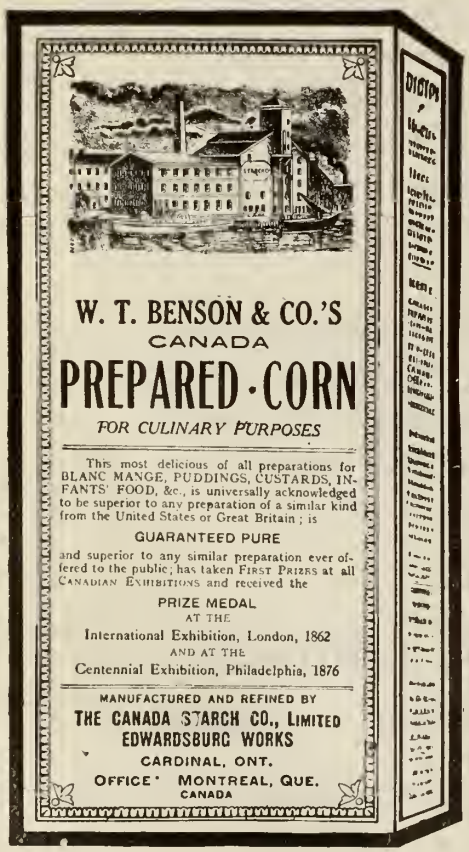
Get in touch with your Wholesaler, and replenish your stock to-day.

LINDNERS LIMITED

306 Ross Ave., WINNIPEG — 340 Dufferin St., TORONTO

REPRESENTATIVES:

H. Whissell, 2928 Drolet St., Montreal; H. D. Marshall, Ottawa; W. L. McKenzie & Co., Edmonton and Regina; Jacksons, Limited, Calgary; H. E. Gross, Vancouver; R. S. McIndoe, Toronto.


W. T. BENSON & CO.'S
CANADA
PREPARED·CORN
FOR CULINARY PURPOSES
This most delicious of all preparations for BLANC MANGE, PUDDINGS, CUSTARDS, INFANTS' FOOD, &c., is universally acknowledged to be superior to any preparation of a similar kind from the United States or Great Britain; is
GUARANTEED PURE
and superior to any similar preparation ever offered to the public; has taken FIRST PRIZES at all CANADIAN EXHIBITIONS and received the
PRIZE MEDAL
AT THE
International Exhibition, London, 1862
AND AT THE
Centennial Exhibition, Philadelphia, 1876
MANUFACTURED AND REFINED BY
THE CANADA STARCH CO., LIMITED
EDWARDSBURG WORKS
CARDINAL, ONT.
OFFICE: MONTREAL, QUE.
CANADA

The Quality Starch in the famous Yellow Package

BENSON'S CORN STARCH

Benson's is Canada's finest Corn Starch, and has been the favorite in Canadian homes for more than half a century.

"SILVER GLOSS" is what your customers want when they ask for your best Laundry Starch.

The Canada Starch Co., Limited

Manufacturers of the famous Edwardsburg Brands

Head Office—MONTREAL

The demand for purity and freshness in food products was never so insistent as it is to-day. "SALADA" is the standard of purity and cleanliness in tea and your customers know this. Nothing but fresh, clean leaves, freed from dust, are used, and the incomparable flavor that has won such appreciation, is perfectly preserved in sealed aluminium packets. A display will advertise you as a dealer in "QUALITY."

"SALADA"

TORONTO MONTREAL

LARD

Last week we told you to keep your eye on the lard market. It is on the advance. Last year selling at 14c, this year at 12c, it is due for further advance this week.

So are meats. Order Hams and Bacon this week.

F. W. Fearman Co., Limited
HAMILTON

EUREKA Refrigerators

will keep your perishable goods in better condition than anything else made.

Meat and other goods are kept dry, sweet and wholesome. That is why more Eurekas are used by Butchers, Grocers, Hotels, Hospitals, etc., than all other patented Refrigerators combined. You cannot afford to take chances with a Damp, Musty, Ice-Box. 28 years' experience in Refrigerator building stands behind every Eureka sent out. Send for Catalogue or call at showrooms.

Eureka Refrigerator Company Limited
31 Brock Ave. TORONTO

KEEN'S OXFORD BLUE

Just as her parents and grandparents knew KEEN'S as the acknowledged favorite, so to-day's housewife feels your personal interest when you suggest KEEN'S—*The best* she can buy in washing blues.

Write your nearest wholesaler to-day.

MAGOR, SON & CO., Limited

403 St. Paul Street, MONTREAL **30 Church Street, TORONTO**

AGENTS FOR THE DOMINION OF CANADA

"Bordo" Chocolates

are well advertised, popular, and a big seller wherever introduced. "BORDO" is a single style of chocolate with a pleasing, unique flavor that captivates and makes permanent customers. Stock "BORDO" and it will be a leader in your candy department.

For "Goodness Sake"

stock

The M.B.Co.

Biscuits and Candies

MR. GROCER:—

Be prepared to meet the summer outing trade with a full line of biscuits and candies, the quality of which you can fully recommend. There is an M. B. candy and an M. B. biscuit for every requirement, and the quality of each is surety of satisfaction.

Write Now for Full Particulars of All Lines

THE MONTREAL BISCUIT COMPANY

MONTREAL

CANADIAN GROCER

VOL. XXIX TORONTO, APRIL 23, 1915 No. 17

Niagara Fruits Winter Well

Prospects for Splendid Harvest, Providing Sufficient Rain Falls and There Are No Heavy Frosts—The Peach Tree Promises to Make up for Inactivity Last Year—Trade Likely to See Small Packs This Year and High Prices.

PRESENT prospects point to a splendid year in so far as fruit crops in the Niagara Peninsula are concerned. During the past week Canadian Grocer has got in touch with a number of the large fruit growers and preservers, and they all affirm that the fruits have wintered well and that if future conditions are at all favorable, we shall see this season, fine yields of practically every fruit, including the peach, which last year was a great disappointment.

"The prospect is for a full crop of everything in the fruit line," is the statement of one prominent fruit man. "There never was a better prospect at this time of year, but of course, fruit of all kinds has to run the gauntlet of many troubles after this. Probably the most prolific cause of the failure of fruit crops is a wet spell at blossoming time which destroys the pollen of the blossoms, and we have that yet to go through. The next most prolific cause of loss is a frost in blossoming time. That has to be gone through. We have got safely through a third difficulty—that is the severity of the winter, which sometimes affects the buds of peach trees, but not frequently, nor do the hard frosts in winter ever affect most of our varieties of fruit trees. So that we have really only got through the least of the three great troubles of the fruit grower. We have the two greatest difficulties to go through yet."

IF NO FROSTS SHOULD COME.

"Our information," states another, "is that all fruits have wintered well, the peach trees especially, and providing there are no June frosts, indications point to a large crop of fruits of all kinds. We have not got specific information from factories as yet, but hope to have it within the next week or so, when we shall be glad to give you more information."

"The strawberry plants as well as the other small fruit bushes," is another's experience, "have wintered well, and the prospects look bright for a very good crop. The only drawback to date that we can see is the lack of sufficient rain, which we presume will come in due course. We understand there will be a very good chance of a normal peach crop, and this is more certain from the fact that last season there were practically no peaches to speak of.

"Business conditions generally are improving, and we fail to see why any enterprising Canadian should not do very well, particularly after the war closes."

A St. Catharines fruit man declared that so far as he knew all fruits have come through the winter very well indeed. The strawberries look well and so do the raspberries, and he understands that the peach crop should be a good one, in fact all fruits look good.

SMALL PACK AND HIGH PRICES.

It looks as if the pack of fruits this year will be a small one. Few, if any, packers will put up a surplus, experience having taught them that to do so only means a financial loss. For example, at the present time, there are packers selling fruits at considerably less than cost, in order to clear out their old stocks before new stocks come in. Fruit preserving will also cost considerably more this year. For example, sugar, as the trade knows, is nearly 100% dearer. There is also a duty on the tin plate and other materials used, and owing to general financial conditions, the consumption of canned fruits will not likely be as heavy as usual, and therefore no doubt the pack will be regulated, taking all of these facts into consideration.

Top picture presents a good view of the harbor at St. John, N.B. This is one of Canada's finest shelters. Bottom picture shows a slip of the harbor at high water.

The above is a view of a harbor slip at low water. Note the boats on dry land.

Live Problems of New Brunswick Merchants

Two Days' Convention in St. John Brings to Light Many Things That Are of Vital Importance to the Trade of That Province—Resolutions Were Many and Covered Wide Field —Fredericton Gets Next Convention.

Staff Correspondence.

ST. JOHN, N.B., April 21.—When the first convention of the New Brunswick Retail Merchants' Association closed last week in St. John, under the auspices of the Dominion body, there was not one among its steadily increasing roll of members but felt that the movement for organization in this province was a distinct success. The convention held in the Seamen's Institute was well attended; the delegates came from different parts of the province; they heard addresses of interest on many matters pertaining to the welfare of the retail trade; they discussed freely among themselves items tending to promote the better interests of all; and they realized the force of the time-honored maxim regarding unity and strength.

The convention was a success. All those in attendance at the sessions felt that they had profited considerably thereby. The discussions on the various resolutions submitted brought out much valuable information regarding methods of business in New Brunswick, and showed wherein the retailer could benefit himself and his customers if there was an adoption of the improved modes suggested. Undoubtedly much good will result from the convention. The delegates were enthusiastic concerning it, and before the next annual session, which is to be held in Fredericton, convenes, it is anticipated that there will be a big increase in membership.

A. O. Skinner, of St. John, presided at the meetings, and was honored with being re-elected to the office of president.

The Opening.

Following the preliminaries attending the opening, such as registration, issue of credentials, and other details, the convention settled itself into a business-like routine. The chairman gave an address concerning the growth of the association, expressing satisfaction with the large attendance, and extending a hearty welcome to the out-of-town delegates. There were, he pointed out, already over 1,000 members enrolled in the province, and the number was rapidly increasing. The various retailers of St. John paid in the neighborhood of 75 per cent. of the taxes of the city. After expressing his delight at seeing so large and representative a gathering, the president introduced his Worship Mayor Frink, who, in a few well-chosen words, welcomed the delegates to St. John and wished them every success in their efforts to promote the best interests of the cause they represented.

A reply in behalf of the delegates was given by E. M. Trowern, of Toronto, Dominion secretary, who voiced the gratitude of the gathering for the kindly words spoken, and spoke of the pleasure the association felt in holding the convention in this city, paying a neat tribute to St. John as an excellent location for the development of trade, and for its value as a port to the Dominion.

A. E. Murray, of Fredericton, made many suggestions concerning the retail trade in the province and spoke of the different problems with which the average dealer had to contend in the course of business.

Resolutions.

Various important resolutions were dealt with as follows:—

"Resolved, that having received a number of complaints from the mer-

chants doing business in the border towns that goods are being smuggled in without paying duty, wewould recommend that this matter be referred to the Dominion Board to be taken up with the Minister of Customs and endeavor, if possible, to have this evil remedied.'' —Carried.

''Resolved, that as taxes are being collected from all retail merchants throughout the Province of New Brunswick for the purpose of maintaining the various towns, cities and villages, and licenses are being paid to maintain those municipalities, a large amount of trade is being done through the mail order houses, which are taking away a large percentage of the business which properly belong to the province, and that no remuneration is being received by those municipalities for this loss of business; and that this meeting recommend that this subject be referred to the incoming executive, and that they advise some plan for its remedy, and submit the same at the next meeting of the Dominion Board.''—Carried.

''Resolved, that it is the opinion of this meeting that it is advisable that a Bulk Sales Act should be placed upon the statutes of this province that should make provisions so as to be applicable to all commercial classes, and we would suggest that a recommendation should be sent to the Dominion Board asking them to consider the advisability of having a Bulk Sales Act applicable to the whole Dominion and placed upon the Dominion statutes.''—Carried.

It was explained that a Bulk Sales Act had been before the Legislature of the province at the present session, but had been opposed by the merchants, their opinion being that such an Act should be adopted by the Dominion Parliaments.

''Resolved, that it is the opinion of this meeting that if it is deemed advisable to make any change in the Assessment Act of the province, that the executive be requested to see that the interests of the retail trade be properly protected.''—Carried.

At a subsequent meeting held on the same evening it was unanimously decided to appoint a special committee to bring in a report on this subject.

Want Amendment Re Garnishee.

''Resolved, that it is the opinion of this meeting that some system should be devised whereby small accounts could be garnisheed, and that the Garnishee Act should be amended to meet this requirement.''—Carried.

''Resolved, that this meeting endorse the proposal recommended by some of our sister provinces, that a change be made in the 'Lord's Day Act,' whereby customers who purchase goods on Sunday be held equally liable with the vendor selling the same, and that this matter be referred to the Dominion Board.''—Carried.

''Resolved, that as some members of our association have requested that the subject of the association having a fire insurance department and also a fire adjuster to protect the interests of the members be considered at this convention.'' Referred to the executive for further consideration.

Would Abolish All Premiums.

''Resolved, that it is the opinion of this meeting that an amendment be made to the criminal code, whereby all lottery, guessing and voting contests, as well as premiums placed in or on products by manufacturers, be abolished.'' —Carried.

''Resolved that, in view of the fact that freight charges are being paid by some merchants and not by others, that we deem it advisable that all our members be notified that if they do not wish to pay cartage charges that they specify this when purchasing their goods.''—Carried.

''Resolved, that it is the opinion of this meeting, and that this convention recommends that it would be a great advantage to the retail merchants of this province, that when any changes are being made in our provincial laws that the same be submitted to the Dominion Board, and that information be received as to how such proposed legislation, if in force, operates in other provinces.'' —Carried.

''Resolved, that it is the opinion of this meeting that the system adopted by a few retail merchants to advertise well-known lines of goods at or below cost, in order to induce customers to purchase other lines of goods, out of which they make large profits, is not in the best interests of retail merchandising, and it is deceptive to the general public.''—Carried.

Unfairness of the Farmer.

''Resolved, that in view of the fact that the Dominion Government is spending large sums of money to encourage farmers to increase their products, and also in experimental stations and in educational campaigns, which money comes out of the common treasury of the Dominion, and which money is paid to a large extent into the treasury by the retail merchants when they pay duty on the goods they carry in stock: and in view of this fact, we greatly deplore the action of some farmers, who evidently have not the welfare of Canada at heart, in advocating the abolition of retail merchants, by buying goods in carload lots for the purpose of distributing them among themselves, thinking thereby that they are saving money, whereas they are doing an injury to themselves as well as to the retail merchants and the public at large, and we, therefore, recommend that this meeting ask the Dominion Board to take this matter up, and take such action as they deem advisable by calling the attention

Queen's Square, St. John, N.B., which is a popular part of the city in the spring and summer months.

of the Dominion Government to the same."—Carried.

"Resolved that, whereas in our opinion if any error has been committed in the purchasing of some war supplies, it has been on the part of the heads of the departments of the Government in not consulting with qualified retail merchants who understand the quality of the products made by the manufacturers of Canada, and who could have advised the Government as to the prices and the quality of the goods they desired to purchase, and who would furthermore have been only too pleased to have given their advice absolutely free had the Government notified the retail merchants either directly or through the officers of the Retail Merchants' Association of Canada; and this meeting, therefore, ask that a copy of this resolution be forwarded to the secretary of the Dominion Board, so that a copy of the same may be submitted to the secretaries of other provinces and forwarded to the Premier of the Dominion, as well as the Department of Trade and Commerce."—Carried.

"Resolved, that it is the opinion of this meeting that for the purpose of securing the better enforcement of the 'Pedlar's License Act' throughout the Province of New Brunswick that a license fee be charged by the Provincial Government to all pedlars, and that a portion of this be given to each municipality for the purpose of seeing that the law is enforced."—Carried.

"Resolved, that whereas no provision has been made up to the present time, either by the Provincial or the Dominion Government, to provide a proper system for prosecuting those giving short weights and measures in any municipality throughout Canada, that this meeting recommends that some provision be made for the same, and that this matter be referred to the Dominion Board."—Carried.

It was asserted in the discussion upon this resolution that old-fashioned scales were being used in St. John that were by law made illegal over a year ago, and apparently no one was being prosecuted.

"Resolved, that whereas provision has been made by the Provincial and Dominion Governments to have Ministers at the head of the various departments of the Government, such Ministers of Agrieulture, Ministers of Labor, etc., that we regret that no provision has been made in this Province for Minister of Inland Trade whose time and attention could be given to the question of retail distribution and retail distributors, who have more money sunk in their operations in this province than all the other interests combined, we therefore urge the Government that such a Minister be appointed."—Left to executive.

"Resolved, that it is the opinion of this meeting that the same rights and privileges be given to all retail merchants, as is now given to hotel keepers who have the power under the Criminal Code to arrest and prosecute their delinquents who endeavor to escape their bills."—Carried.

"Resolved, that it is the opinion of this meeting that greater co-operation between the press and the retail merchants of this province would be in the best interests of both as well as the general public."—Carried.

"Resolved, that in the opinion of this meeting it would be a great benefit to the merchants of this Province if a Dominion Act was passed whereby inter-provincial judgments could be secured throughout Canada, and that we recommend this matter be referred to the Dominion Board to be dealt with."—Carried.

The Adulteration of Food.

"Resolved, that whereas considerable annoyance has been given some merchants who have been prosecuted for having in their possession adulterated goods, which they were not aware of, and they have been forced to pay fines, we recommend that all such cases be forwarded to the secretary of the New Brunswick Board, and that letters be sent out to the members of the section of trade so interested, advising them of the name of the manufacturer selling such adulterated goods, and that the same be communicated to the Dominion Board, so as to have the matter placed before the members in other provinces, and in this way warn the merchants against handling these goods, and stop the sale of same."—Carried.

"Resolved, that we recommend that an 'early closing' Act be applied for in this Province and that it contains provisions to operate for any afternoon in the week, as well as for certain hours during the day."

This resolution evoked considerable discussion and was strongly opposed by several delegates. It was contended that the proposed legislation was unworkable and could not be made applieable to all localities. It was finally withdrawn.

"Resolved, that whereas the Dominion Board of our association in convention assembled has adopted the resolutions passed by the Provincial Board of our province, that the fees for the inspection of weights and measures be abolished, as the inspection is for the benefit of the general public and should be paid for out of the funds of the Dominion treasury that we endorse the aetion of the Dominion Board, and forward this resolution to them, and promise to give them all the assistanee that we can in having this resolution carried out."—Carried.

Delegates were very emphatic in condemnation of the present system of inspection and especially the collection of fees and cartage.

"Resolved, that it is the opinion of this meeting that we should place ourselves upon record as being opposed to the principle of any municipality going into competition with retail merchants who pay taxes in the municipality."—Carried.

"Resolved, that it is the opinion of this meeting that a Provincial Act be placed on the statute books defining the quantity of butter fat at which milk should be sold at, and regulating the conditions under which milk should be sold."—Carried.

Some very strong sentiments were expressed by delegates on the kind and quality of milk sold in St. John under present methods.

"Resolved, that we urge every newspaper in the province publishing wholesale prices of foodstuffs or other merchandise to discontinue same, as it is of no value to either the retail merchant or the consuming public, and it creates an impression among the consumers that retail merchants should sell at the prices advertised. This we feel is an injustice to the retail merchant."—Carried.

"Resolved, that it is the opinion of this meeting that the press of this province should be asked not to accept any advertising from retail catalogue houses, as it is not in the best interest of the community to advertise or advocate sending money away from the home town."

It was ordered that this be left in the hands of the executive to consult with the newspaper proprietors concerning the same.

"Resolved, that it is the opinion of this meeting that as the Landlord and Tenants Act is not satisfactory to our members, that the Executive be requested to prepare amendments to the same and report at the next convention."—Carried.

It was shown in the discussion upon this resolution that where a tenant moved out of a property without paying the rent that the goods of any incoming tenant could be seized for the same and merchants had frequently lost goods such as carpets and housefurnishings by placing them in houses where the rent had not been paid.

Favor Daylight Saving Scheme.

"Resolved, that this convention considers that it would be an advantage to have a daylight hour put into operation in such localities as may require the same and that this matter be left with

The delegates to the Convention got their pictures taken in the grounds of the Atlantic Sugar Refinery. This is always one of the pleasant features of merchants' conferences.

the Executive to submit to the various branches."—Carried.

"Resolved, that this convention recommend that if any member of any branch of our association in this Province, receives what he considers to be unfair treatment from any commission agent, manufacturer or wholesaler, either in this or any other province, that the same be submitted to the Secretary of the Province so that it can be investigated and action taken thereon, if it be deemed advisable."—Carried.

"Resolved, that whereas it has been called to our attention that certain manufacturers of nails in Canada are selling their products at a less rate to retailers in the border towns of the United States, than they are to those in Canada, and as a result customers of merchants in Canada are buying their nails from across the line instead of in their home town, that the matter be taken up by the executive with the manufacturers."—Carried.

"Resolved, that a most hearty vote of thanks of this convention be extended to E. M. Trowern, secretary of our Dominion Board for his attendance at this convention and for the great amount of information and assistance he has rendered to us by his presence, and to every manufacturer and wholesale merchant who has assisted by their individual efforts, or by their advertisements in our programme to make our first annual convention the unqualified success which it has attained.

"Further Resolved, that our special thanks be extended to Mr. Bissell as representing the management of the Atlantic Sugar Refinery for the courtesies extended to our association in allowing us the privilege of a tour of inspection of their splendid up-to-date refinery.

"And Further Resolved, that our appreciation and thanks be extended to every citizen and merchant who so kindly placed their autos and in many cases their own services at the disposal of our members in the excellent sight-seeing tour of our city yesterday afternoon, and also to the management of the Imperial Theatre for their kindness in granting us special privileges at their evening performance, and for their courtesies extended in a tour of inspection of the whole building after the performance.

"We also desire to extend a hearty vote of thanks to the Press and Trade Papers who so generously reported the proceedings of this convention, and be it

"Further Resolved, that a letter conveying the above resolution be sent to those who in any way contributed to the success of our convention."—Carried.

The election of officers was then held which resulted as follows:

President—A. O. Skinner (re-elected) St. John.

Vice-President—A. E. Murray, Fredericton.

2nd Vice-President—Dr. E. O. Steeves, Moncton.

Treasurer—Wm. Hawker, St. John.

Secretary—N. C. Cameron (re-elected) St. John.

Secretary's Report.

The secretary then presented the following report:

To the Offieers and Members of the Retail Merchants' Association of Canada, New Brunswick Provincial Board:

Gentlemen,—

It gives me a great deal of pleasure to present to you the first annual report of our organization in this Province.

On the 20th of October last, I had the pleasure of addressing a meeting of the retail merchants of St. John. I presented to them the need and necessity of an organization of this kind, and at that meeting it was unanimously decided that an organization should be started at once, and since that time, we have organized branches in every village, town and city throughout the Province. I am pleased to see so many delegates present to-day from every part of the Province, and trust that each one will go away from here feeling that our association is an absolute necessity in order to protect the interests of the retail merchants of the Province.

I have to thank the offieers of the New Brunswick Provincial Board for the great assistance they have given me since the beginning of our work here. Many of them have spent a great deal of time and money to help effect the organization work.

We have at the present time a delinquent debtors' list, containing over a thousand names in this Province, and more names are coming in every day. Many of our members have been able to collect amounts that were otherwise considered worthless. I hope that in a very short time, this list will be published and sent to every member of the association.

We visited the Provincial Legislature to oppose an amendment being made to the present Assessment Act, and believe that we have been successful in having it thrown out.

We have also been successful in having what is known as "Dollar Day" in nearly every village, town and city, and reports have come in from all quarters, stating that these days have been a great success.

We have met representatives of the wholesale grocery trade in this Province and have been successful in arranging a policy that will put trade in its proper channels, and the greatest good feeling exists to-day between the wholesale

(Continued on page 26.)

CANADIAN GROCER

ESTABLISHED 1886

Only Weekly Grocery Paper Published in Canada.

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RESOLUTIONS OF A LIVE WIRE.

Hitherto I have always approached travelers with a fear that they were going to sell me something, so that eventually I avoided them as I would evil. Having had evidence that travelers are only human, I have resolved to meet every one with a bold front, buying if necessary and vice versa, at the same time learning all I can from them and getting into their good graces. I have discovered that the traveling salesman is my friend, and I have resolved to treat, in future, him as such — A. L. W.

The New Brunswick Convention

THE first annual convention of the New Brunswick Retail Merchants' Association, under the auspices of the Dominion body, held at St. John, N.B., last week, was a success from many standpoints. The attendance, considering that it was the first convention, was very satisfactory, and there is every reason to believe that there will be a much larger attendance next year. A partial report of the convention appeared in last week's issue of this paper and a complete report appears in this issue. Reference to the report will show that several important and vital resolutions were dealt with. The retailers expressed themselves as being desirous of co-operating in every movement that would assist in advancing the interests of trade and commerce in Canada. It was pointed out, however, that some manufacturers are marketing their goods through the jobbers, and at the same time selling to the catalogue houses at jobber's prices, thus allowing the former to sell goods retail, at jobber's prices, in competition with the retail trade. It was claimed that this discrimination forced the retailers to import foreign-made goods in order to meet the competition of the mail order houses. Another resolution dealt with lottery, guessing and voting contests, premiums, etc., and it was the opinion of the meeting that an amendment be made to the criminal code, whereby all these be abolished. In this connection it is well for merchants to remember that many of these advertising schemes are already prohibited under the trading stamp act. A resolution was carried requesting the newspapers not to publish the wholesale prices of merchandise.

Another resolution was to the effect that in the opinion of the meeting the press of the country should not accept advertising from retail catalogue houses. This is a matter that can be remedied by the merchants themselves. If they advertise in, and help to support their local papers, there is not much danger of the local publisher soliciting the trade of the catalogue houses. The retailers were also of the opinion, that in the purchasing of supplies for the war office, the Government should have consulted the retail merchants through the officers of the R.M.A., who would have been glad to give advice and assistance without charge. The retailers also deplore the attitude of some farmers, who advocate the abolition of the retail merchant, and who encourage buying the goods in carload lots for distribution among themselves, and other co-operative buying schemes that work out to the disadvantage of both the retailer and the farmer.

Every reader of this paper should study the complete convention report as it appears elsewhere in this issue. Many questions of vital importance to the retail trade were dealt with.

Farmers' Clubs Buying Direct

ONE of the important questions that will come before the Grocers' Section of the Retail Merchants' Association Convention in London will be that of farmer's clubs throughout the country, which are organizing to buy their goods direct from wholesalers. This is probably more pronounced in Western Canada where the Grain Growers' Association has secured a strong footing, and which is now

endeavoring to buy foodstuffs, etc., in carload quantities.

There is a great menace here to the grocery trade. Merchants of course appreciate the necessity for the formation of Farmer's Clubs to look after their own private interests; but they do not see why these clubs should attempt to usurp from the retailer, business that rightfully belongs to him. An important point that the farmer should consider is this. No matter how strongly he organizes or how perfect a system he has, he still must depend on the local store to provide him with certain goods at certain times. When a member of such a club is in a hurry for anything, he 'phones or drives into the home town store and gets it. Usually it is charged, but when he purchases from a distance, he sends his good money away before he sees or gets the goods. He overlooks the fact that his home retailer gives him a service that the distant house cannot, and that this service must be paid for. He overlooks too, that when money is sent out of the community, it impoverishes that community. For the good of the country at large, therefore, the retail store is an absolute necessity, and from the broad standpoint of general development the Farmer's Club that sends away for goods is a hindrance.

What the retailers are concerned in most, is a desire to get from every wholesaler in the country a declaration that they will not sell to such organizations. It is unfair for the wholesaler to depend upon the retailer for the bulk of his business and then to go over his head whenever an opportunity occurs and take business from his customers. It is true, of course, that many wholesalers are refusing this business. This is the chief point that will be considered when this matter comes up at the grocer's convention.

Smaller Fruit Pack Expected.

IT is not probable that the peach crop failure which visited the Niagara Peninsula last year will recur again this year. Information which Canadian Grocer has received from that district, points to the fact that peach trees have wintered well and that the buds have withstood the attacks of Jack Frost successfully. It is seldom, in fact, true that we see a failure of any fruit crop two years in succession. This year, therefore, we may look forward to a pretty good crop of peaches, providing subsequent weather conditions are at all favorable.

Fruit men also say that other fruits, such as strawberries and raspberries have come through the winter in good shape. With a few warm rains, plenty of sunshine and no hard frost between now and June, we shall undoubtedly see splendid crops in these particular lines.

There is also some speculation as to the extent and the prices of the pack of fruits this year. From present appearances it looks as if the packs will not be nearly as large as in normal times. The trade knows that during the season 1914-15, packers were not very successful in regard to marketing their products at favorable prices, and this is going to deter many of them from producing any surplus pack. At the same time sugar is pretty nearly $3 cwt. more expensive than at the corresponding period last year. There is, too, a duty on tin plate which did not exist 12 months ago. These three items point to a smaller pack and higher prices for the 1915 pack of fruits.

Assisting Mail Order Houses

CANADIAN Grocer pointed out in a recent issue how the mail order houses of Canada were saving large sums of money by sending their catalogues by freight to local post offices and having them distributed from there at the first zone rate. The Retail Merchants' Association have further information that at least one mail order house is employing local postmasters throughout the country to assist them in distributing their catalogues. These postmasters are asked either to send in a list of possible mail order buyers in their respective districts or to check over lists that already have been made in order to eliminate the "dead-wood"—that is people who have left the district—and to add on any new possible customers who may have taken their places. Instances are mentioned where the mail order houses have given postmasters insurance policies covering a year to perform this work.

This is a matter which certainly should be brought to the attention of the postal authorities of Canada. It isn't fair that employees of the Government should in this way assist in the outside competition against the local merchants. The grocers will consider it at their convention in London.

Tobacco and Cigar Bond Regulations.

AMONG the amendments to the Inland Revenue Act submitted to the House of Commons this session was one in reference to tobacco and cigars in bond. It was introduced by Hon. P. E. Blondin, the Minister of Inland Revenue Department and read as follows:

1. Section 317 of the *Inland Revenue Act*, chapter 51 of the Revised Statutes of Canada, 1906, as enacted by section 20 of chapter 34 of the statutes of 1908, is repealed and the following is substituted therefor:—

"**317**. No tobacco of any description when put up in packages containing less than five pounds, and no cigars when put up in packages containing less than twenty-five cigars each, shall be removed in bond from one warehouse to another, whether within the same or any other Inland Revenue Division: Provided, however, that such tobacco and cigars may be so removed under such regulations as may be made by the Minister when such tobacco or cigars are intended for shipment as ship's stores."

Editorial Notes

QUALITY IS what brings the customer back.

* * *

A DEFINITE ambition is necessary in order to win any great success.

* * *

MAY EACH succeeding convention of New Brunswick merchants be as successful as the first.

* * *

THE MAN who knows the "why" of the goods he pushes has back of him a strong power towards the making of extra sales.

* * *

CHEDDAR CHEESE put up in airtight cans is a recent product of the Agricultural Department of the United States Government.

* * *

THE SALESMAN who could glibly roll off his tongue, "Good morning, I see Prezmysl has fallen," has every reason to count himself a linguist of parts.

THRO' OTHER SPECTACLES

Failure of Piracy

From the Scottish Trader, Glasgow, Scotland.

Although it would be foolish, as even Mr. Belloc admits, to predict when the war will end, it is quite clear that Germany is gradually losing her predominance on land and on sea. It is becoming more difficult for her to hold Belgium, and her blockade of Great Britain has been a fiasco. A number of merchant ships have been torpedoed, it is quite true, but what many people forget is that thousands of merchant vessels have arrived and sailed from ports of the United Kingdom since the "Day." Piracy has failed, and the frightfulness of the German submarine has been greatly discounted. We are importing and exporting goods all over the world, and any diminution in these is not due to lack of ships nor fear of submarines, but because we are too busy making munitions of war to devote all our energies to trade and commerce. When we have completely destroyed the destructiveness of Germany as a military machine, we will resume with more vigor than ever our commercial and industrial progress. Meanwhile, it behooves all those whose duty it is to be associated with the commercial machine to do our bit as cheerfully as our kinsmen in the trenches are doing theirs.

* * *

Selling Versus Buying

By Paul Findlay, in the Spice Mill.

I have said before that the proverb, "Well bought is half sold," has wrought more harm than good to the retail merchant. Every day I see time and energy wasted on the buying end which should be expended in selling.

It is the duty of every merchant to buy right. Unless he buys right he will be out of competition. But the fundamental principles of good buying are few, can be stated in short paragraphs, can be learned readily and are usually not difficult to practise with proficiency. Special prices are the "inducement" most frequently offered and such prices are usually obtainable only on quantity orders. To guard against falling for this snare remember that overbuying is one cardinal sin to which we are all much too liable.

Only last week I stepped into a corner grocery store which was equipped with attractive fixtures, and had fine windows on two sides. The shelves were in fair condition; but the windows were not doing 10 per cent. of potential selling. It was morning; yet the store was in sole charge of one girl clerk. The owner was closeted in his little office with a salesman when he should have been devoting himself to the much more important work of selling what he already had on hand in ample supply. He should have been out in front, ready to meet his customers face to face and sell them many things they might not think of until they passed some wide-awake merchant on the way home.

* * *

Recruiting and Female Labor

From the Grocer, London, Eng.

Evidence is accumulating that members of the grocery, provision and allied trades who are eligible for service with the colors are responding in large numbers to the Empire's call in the hour of her need, and the shortage of labor is now being keenly felt in the great majority of grocers' shops. In the circumstances it is inevitable that there must be a very considerable addition to the number of females who are engaged in the food distributing trades, and as bearing upon the future prospects of grocers' assistants this position is one of great importance. At an assistants' conference held in Newcastle-on-Tyne on Sunday, the statement was made that in 1911 there were 20,000 women engaged in the grocery trade, and it is a matter of common knowledge that during the last six months there has been a substantial increase in the numbers of females employed by retailers, particularly by multiple-shop companies. We may safely assume that the full limit of this substitution of female for male labor in the trades we represent has not yet been reached. An appeal to grocers and their assistants to join the Army in even larger numbers is now being made, and the call for men is likely to become very pressing in the near future. It is therefore absolutely essential that the trade shall at once face the facts and decide upon the policy which must be adopted in the exceptional circumstances which now prevail.

Following Up Canada

From Grocers' Advocate, San Francisco, Cal.

Trading stamp laws are decidedly popular these days. Most all of the Western States have already passed some sort of an anti-trading stamp and anti-coupon law.

The Anti-Trading Stamp and Coupon Law of the State of Washington will be argued before the U.S. Supreme Court to test its constitutionality the first week in May. Washington has had this law for two years.

Oregon has just passed an Anti-Trading Stamp and Coupon Law by which a tax of 5 per cent. is placed. Utah has passed an Anti-Trading Stamp Law which is signed by the governor and will very shortly go into effect.

Colorado has passed a Gift Enterprise Law similar to the one now in effect in the District of Columbia. It is a well known fact that no trading stamps, coupons or similar devices can be given in the District of Columbia. The peculiar construction of the governing laws of the District of Columbia have allowed the upholding of this Gift Enterprise Law by the Supreme Court of the District. We hope the Colorado Supreme Court will do likewise.

Anti-Trading Stamp Laws have also been passed in Indiana and Minnesota, and one is about to be passed in the State of Pennsylvania.

Our proposed trading stamp law in California is still in the hands of the Senate Judiciary Committee pending the submission of a brief to prove its constitutionality. The members of the Senate Judiciary Committee are exceedingly anxious to pass this bill and have announced they would vote for it, providing its constitutionality was proven to their satisfaction.

CATALOGUES AND BOOKLETS.

"Spices, a Text Book for Teachers," is the title of a book issued by McCormick & Co., Baltimore, Maryland. This is attractively gotten up with illustrations in colors of the various spices showing how they grow, their original containers and the appearance of the unground spices. There are also a number of recipes of various dishes in which spices figure.

Coffee Prices of the Future

What Will be the Effect of the Consumption of Coffee in Europe After the War?—It is Steadily Growing in United States and Making Progress in Canada—But What Will the Soldiers as Civilians Do?

JUST as tea men throughout the country are discussing at present the question of higher or lower prices after the war with regard to tea, so men interested in coffee are discussing the same question with regard to this commodity.

In this connection we notice, first of all, that coffee prices do not show the same increase compared with pre-war-time prices as do the prices of tea. With this article is reproduced a table which gives the prices now and one year ago. Java coffee one year ago was 35c, now it is 40c; Guatemala coffee a year ago was 20c, now it is 50c; Maracibo a year ago was 27c, now it is 30c, so that the average increase taking into consideration most lines of coffee is anywhere from 2 to 4c a pound. On the other hand, Santos and Rios both show comparatively the same level now as they did a year ago. Certainly they are not higher. So far as the lines which actually show an increase in price are concerned, they register such advance on account of the 3c a pound duty on raw coffee coming into the country.

Incidentally it is worth while noticing that the coffee duty which was imposed by the Budget a few weeks ago—7½ per cent. and 5 per cent. on foreign and British respectively—has been removed.

So that prices on coffee are not unusually high at present. In fact they are low. Market reports say that right along they are going to advance. The coffee market is an advancing market and has been for some weeks now but at the time of writing prices on coffee in this country compared with what they were before the war are low.

Statistics of Production.

Now as to whether they are going to be higher after the war is through or not, the relative values of production and consumption are worthy of consideration. Eugene Nortz, the well-known coffee authority of Havre, speaking of the ultimate outlook, said that a large crop is expected. The receipts in Rio until June 30th will total a little more than last year, and the same may be said of Santos. Nortz says: "The visible supply of coffee on March 1 of this year was 10,030,000 lb. On March 1 last year it was 12,927,000 lb.; on March 1, 1913, and again on March 1, 1912, it was around 12,000,000 lb. So that the visible supply on March 1 has been reduced some, although not materially in view of the fact of the many things which have been detrimental to coffee production."

Leading Dutch brokers, however, in compiling their returns on the total world production of coffee, put the figure for 1915-16 at 14,675,000 lb:; the total for 1914-1915 is put at 12,025,000 lb. Both these are estimated. For the years 1911-12, 1912-13 and 1913-14, the production was known to be respectively 17,611,000 lb., 16,454,000 lb. and 19,590,000 lb. If this estimate be correct, and most authorities agree that it is pretty nearly so, the total world's production for this year and next will be below what it has been for the last two or three years. Production, therefore, is lower.

As to Consumption.

Now we come to consumption. Consumption of coffee in the United States

	April 10, 1914.	April 10, 1915.
Maracaibo	0 25—0 26	0 27—0 30
Mexican	0 27—0 28	0 30—0 32
Rio	0 17—0 19	0 15—0 17
Santos	0 21—0 22	0 18—0 22
Jamaica	0 24—0 25	0 24—0 26
Guatemala	0 26—0 28	0 30—0 31

Table comparing wholesale prices on coffee this year with last.

is steadily increasing year by year. The coffee imported into that country in the calendar year 1914 exceeded 1,000,000,000 lb. Taking 100,000,000 people as the estimated population of the United States, this is a per capita consumption per annum of about 10 lb. With the exception of the year 1909, this total represents the highest amount of coffee ever imported into the United States. Some idea of the increase is obtained when one's attention is called to the fact that in 1874 the per capita consumption was 3.76 lb. There is no doubt whatever that coffee drinking is becoming very much more general over the border. It is away ahead of the consumption of tea. Tea last year averaged out at about .90 of a lb. In other words, 97,000,000 lb. of tea were imported into the United States in the year 1914 for a population of approximately 100,000,000 people to drink. There is ten times as much coffee drunk in the States as tea. As to reasons for this, one may say there is a growing tendency towards abandoning intoxicating drinks, and until Mr. Bryan's grape-juice becomes a great deal more popular than it is now, coffee is going to be the staple stimulant. Apparently the saying is already justified that every baby born in the United States becomes a future coffee drinker. So that America is one country that is going hard after more coffee as the years go by.

Now take Canada. Coffee drinking is undoubtedly on the increase here. During 1913, the last year for which we have any fiscal record, fifteen million pounds of green coffee were imported into this country from all countries. The exact figure is 15,228,569.

This compared with 1909, five years ago, when 9,381,202 lb. of green coffee were imported into the country, shows a big advance. The present importation of 15,000,000 lb., supposing that the population of Canada is approximately 7,500,000, gives a per capita annual consumption of two pounds. And while there is thus a marked disparity between the coffee drinking propensities of the average Canadian and those of the average American, Canada is nevertheless another country where coffee drinking is increasing, although to nothing like the same extent as it is doing over the line.

What of Europe?

For European countries we can only state that the annual consumption before the war amounted to 3,000,000 bags in Germany, 2,000,000 in France and 1,000,000 in Austria for one year. For Russia no figures are available, which is a pity, because Russia is undoubtedly a factor in the increased or decreased price after the war of coffee as well as tea.

We come now to the question of the prospect of a large increase in the consumption in European countries. We may fairly take it that there will be an increase in America and to some small extent in Canada too. As to Europe, Great Britain is at present considering whether it will, at any rate during the war, abolish the sale of some of the intoxicating liquors. The significance of this action is great. If Mr. Lloyd George has his way—and present indications are that the country is behind him—there will be a certain percentage of people who will take to coffee as a stimulant who are now drinking liquor. This will

(Continued on page 29.)

LIVE PROBLEMS OF NEW BRUNSWICK MERCHANTS.

(Continued from page 21.)

and retail trades. The wholesale trade recognize that the retail merchants have been laboring under disadvantages, and we now have a committee which is meeting a committee from the wholesale trade to adjust many matters of interest. We are beginning to find that many manufacturers throughout the Dominion are at last recognizing us as a strong commercial organization.

Organization is the spirit of progress and the spirit of progress is the greatest asset a country or a business can have. The more people we can work with and for, the bigger and better we are. The badge of sanity is the ability to organize, and we see before us a vast number of men who have imbibed the spirit of organization from the different parts of the Province. We are living in an age of organization. Men are getting together to discuss things and are doing it in the spirit of progress. Competition may have been the life or trade once, but it is no longer so. Competition in many instances becomes suicidal and destructive, and anything that is suicidal is death itself. We are passing through a savage age, and are entering into one of co-operation. We will not be here so long anyway, and soon death, the kind old nurse, will come and rock us to sleep, so we had better help one another while we may. The idea of this brotherhood of man is no idle dream, and this idea is coming about as a matter of self-preservation: that every time you help your fellow-man, you are helping yourself.

Unfortunately we have a few men who think they can get more by going alone, but I am pleased to say that my experience is that men of this class are getting fewer, and it will be a great day when we shall be able to meet each other, man to man, feeling imbued with that feeling of brotherhood.

We all need each other, and therefore should co-operate with each other. Those who lose sight of this important law are bound to become merely self-seekers in this world. We must either stand for progress or go backwards.

N. C. CAMERON,
Secretary,
New Brunswick Provincial Board.

The Social Side.

While many important matters of business were dealt with in convention, the gathering had a delightful social phase as well, and the various events in the field of recreation afforded much pleasure. Of primary interest was the banquet held in Bond's cafe. Addresses of interest were given by President Skinner, Mayor Frink, E. M. Trowern, J. A. Likely, president of the St. John Board of Trade, O. C. Bissell, sales manager of the Atlantic Sugar Refinery for the Maritime Provinces, A. H. Wetmore wholesale dealer, and others.

Mr. Trowern dealt with the importance of retailers to the community. He said that this gathering represented all branches of the retail trade in Canada, though some people did not care to know what they represented, speaking of them contemptuously as "the middle men who take the profits." The reason why this might be so, was that the retailer had not made himself known in the past. It was now time to go to the customers and ask them what they thought of the retailers. There were some 250,000 retail merchants in Canada, and if the capital invested in agriculture and manufacturing in the Dominion were taken, and added to the stock of the banks, the capital of the retailers would still show a surplus. If it were not for the retailers the cities would not be worth while living in. The retailers paid more taxes, hired more men, owned more horses, and had to put up with more complaints, than any other section of the populace. Because they had not organized they had always endured the "kicks" but now they are hoping for better things—they were out to tell the customer of the importance of the retailer.

Mr. Trowern expressed himself as opposed to the open market, believing that it was best for the housewife to trust her purchases to the skilled tradesmen rather than have things socialized. He urged the retailers to organize to make their influence felt in all governments. They must let the people know they were not robbers, that they did not exist to see how much they could extract from the public, but to see how much they could add to the benefit of the community. Only Nova Scotia and P. E. Island were now needed to have the whole of the Dominion's Provinces represented in the association. "Our purpose in being banded together," he concluded, "is to make it easy to do right in trade, and to make it hard to do wrong, to protect the people from fraud, and to make Canada a better place to live in when we've gone."

Besides the banquet at which the attendance was large, there were automobile tours of sightseeing to various points of local interest, and a theatre party which provided enjoyment. The visitors were warmly received by the St. John members who extended every hospitality and who proved themselves capable hosts.

The list of members signing the roll of registration was lengthy, and included the following: F. V. Dalton, E. J. Morris, C. O. Demers, J. A. Reoghan, J. D. Poulier, Newcastle, N.B.; G. W. Ford, Sackville; B. Robinson, Middle Sackville; W. D. Keith, Hartland; L. W. Hill, E. L. DeWolfe, St. Stephen; J. B. Johnston, Alex. Keene, J. Percy, A. A. Pheney, L. M. White, F. W. Taigan, P. J. Anderson, Chas. Anderson, and F. Embleton, McAdam, N.B.; J. A. F. Garden, Woodstock; C. H. Burt, H. Leomliam, A. J. Ryan, F. B. Edgecomb, A. E. Murray, J. J. Weddell, J. P. Farren, Fredericton, N.B.; A. E. Hunt, Truro, N.S.; J. T. McDonald, Montreal; D. A. McBeath, S. L. Holder, G. H. Gorbell, A. M. Bellmore, Moncton; R. C. Doyle, Ottawa; D. Williams, Toronto; L. B. Young, M. E. Grass, A. O. Skinner, W. Gilbert, W. H. Smith, A. E. Trentowsky, S. M. Sewell, G. F. Morris, J. P. McBay, J. A. Stephenson, P. McIntyre, J. H. McLeod, H. G. Jones, B. C. Walter, D. Hunt, C. S. Philps, W. H. Humphrey, J. C. Brown, G. A. Dickson, G. W. Hatheway, F. A. Dykeman, H. G. Harrison, A. Gilmour, A. Shand, E. B. Jones, W H. Sharpe, C. McConnell, W. B. Bishop, J. MacDonald, S. Irons, W. Chase, A. Corbet, H. P. Breen, A. J. Myles, G. A. Stephenson, J. A. Lipsett, T. A. McPherson, J. L. McGivern, F. T. Thomas, D. J. Barrett, E. A. Ellis, H. Webb, F. W. Daniel, T. R. Smith, J. W. Smith, E. O. B. Smith, H. M. Jones, J. H. Farwell, H. N. Cockburn, N. C. Cameron, Wm. Hawker, and A. E. Evertt, St. John, N.B.

NEW CORN PRODUCTS FACTORY FOR CANADA.

T. A. Gantt, representing the Corn Products Refining Co. of New York, was in Hamilton, Ont., recently, looking up a site for a Canadian factory. The choice is apparently between Toronto and Hamilton. The parent concern in New York is capitalized at $80,000,000.

PROFITS OF ROBT. SIMPSON CO.

The annual report of the Robert Simpson Company, Limited, Toronto, for 1914 shows a decline of $100,545 in merchandise profits from the former year. Compared with 1912, the decline is $125,263. Comparisons:—

	1914.	Decrease.
Merchandise profit ....$	652,205	$ 100,545
From subsidiaries	68,880	29,060
Interest and divs.....	486,074	781
Carried forward	422,208	*140,588
Current liabilities	904,915	*535,323
Current assets	4,014,393	*573,934
Total assets	9,029,739	*1,575,912

*Increase.

The assets show merchandise on hand of $3,440,575, against $2,685,000 a year ago, the increase being due to the fact that spring goods passed into stock before the inventory this year. Furthermore, stocks have been added to in anticipation of possible inability to secure them later owing to interruption to the textile industry.

Strong Appeal from the Secretary

Are You Going to Attend the Grocers' Convention in London? — Some Reasons Why Your Presence Will Help the Trade as Well as Yourself — Everything Points to Record Crowd and Greatest Enthusiasm—Be On Hand May 3, 4 and 5.

IN recent issues Canadian Grocer has referred at length to the programme which will be served up to the delegates who attend the Ontario Grocers' Convention in London, beginning May 3rd. In last week's issue the official programme as arranged by Secretary W. C. Miller was presented. However, on account of lack of space, we were not in a position to give the letter of appeal which went out from the secretary's office to grocers in Ontario with that programme. This letter appears herewith, and we would urge every retailer to read it carefully and act upon the suggestions it contains.

Dear Sir,—

You are invited to attend the Annual Convention of the "Grocers' Section" of "The Retail Merchants' Association of Canada," for the Province of Ontario, to be held in the Masonic Temple, London, Ont., on Monday, Tuesday and Wednesday, May 3rd, 4th and 5th, 1915.

We want this to be the biggest and best Convention of Retail Grocers that has ever been held in Canada, and we want you to "Boost" all you can to see that a delegation from your City, Town or Village will be present.

You will learn more about your business and gain more real pointers how to make your business pay, at this Convention, than you will find out by experimenting behind your counter for years. You will meet the biggest, brainiest, hardest-working and most successful up-to-date retail grocers in Canada, and you will be able to shake them by the hand and hear from them personally as to how they conduct their businesses and how they have made money. Every paper read will be by grocers, for grocers. This will be a real, live, up-to-date Grocers' Convention. Every minute will be filled with real live issues, and we ask you to come and get an inspiration that will quicken your thoughts, give you new zest for bigger things, and put more real money into your cash till. The retail grocery trade to-day is hampered with higher expenses, unfair public criticism, too small margins of profit, and unfair and deceptive price-cutting catalogue advertising. Attempts are also being made by some Farmers' Clubs and others, to buy goods in car-load lots that you are carrying in stock, and you are being left to sell perishable goods, such as lamp chimneys, eggs, etc.

Every manufacturer of soap and cereals, and other lines in the grocery trade, as well as every wholesale grocer in Ontario, has been invited to attend this Convention, and to meet the retail grocers, and we want to sit down with them and have a heart-to-heart talk. We want to plan out a fair trading policy, one that will be right and just to all interests, and one that will enable us to know the functions of the Manufacturer, the Wholesaler and the Retailer, remembering that there can be no liberty without law.

At the present time there are some lines in the retail grocery trade that are so thoroughly demoralized, that they are being handled entirely for the convenience of our customers and at a great loss to ourselves. We can never hope to pay our bills if we continue this policy.

This is the first meeting of the kind at which one whole day has been set aside so that the three branches of the trade can formulate a fair trading policy that should be suitable for all, and the success of the meeting depends upon *your* presence. If you leave this important meeting to your fellow grocer, and he leaves it to you, the meeting will be a failure, and your absence will announce to the wholesalers and the manufacturers, whom we want to impress with the necessity of making some changes, that the retail trade are not sufficiently interested in their own business to attend, the fault will be yours.

We therefore appeal to you, and we hope we are not appealing too strongly, and not in vain, when we ask you to put off all other appointments and *COME*, but by all or any means *COME*, as we have some strong things to tell you, which we cannot mention in this circular letter, but which we want to have you endorse and act upon and help us to carry out. The things to be done must be done by retail grocers, as they will not be done by any other class. We must stand united; we must stand for fair principles in trade, and we must stand for a square deal, otherwise we will become "hewers of wood and drawers of water."

The farmer, the manufacturers, the labor men, the lawyers, the doctors and the bankers, as well as a host of others, are organized. They are organized for self-protection, and so must also the retail grocers be organized, if we desire to protect ourselves and secure our just rights. As units, we are helpless, but as an organized body we become a mighty power, and if properly directed we need have no fear of being forced to accept conditions that compel us to sell goods largely for the benefit of the manufacturers, the wholesalers, and the public.

Please note the place and dates, May 3rd, 4th and 5th, in the Masonic Temple, London, Ont., and ask for Standard Convention Certificates, purchasing a one-way ticket.

Trusting you will realize the importance of your presence and assuring you of a hearty welcome.

Yours sincerely,

WM. J. MELLEN, Chairman. W. C. MILLER, Secretary.

Improving the Newspaper Ad.

Some Canadian Retail Advertisements Reviewed and Suggestions Tendered for Making Them More Effective as Business Getters—Stress Laid Upon the Heading, Introduction and the Descriptive Matter.

Written for Canadian Grocer by F. L. CLARK.

LOOK at these advertisements, which have been taken from various Canadian newspapers, and form your own opinion as to whether they would perform the three necessary attributes of a good ad, if results are to be obtained in proportion to the investment. In your opinion how many of these advertisements would attract attention, create a desire for the goods advertised and lastly, but most important, change that desire into action? Let us look at these advertisements:

Fred A. Kent, Killarney, Man.—Here we have a fairly well written advertisement which is somewhat spoiled by the rules and the somewhat fancy border. The one word in the heading, "Pickles," would no doubt attract the attention of a number of housewives, but would not a heading such as "A Delicious Pickle for Every Taste" get even more attention? At the same time, would it not create a greater desire on the part of the reader to read the remainder of the advertisement and to possess some of the pickles advertised. Then again had there been some descriptive reference to each of the lines advertised, such as "Sweet Onions, whole, sound and with the right smack, 25c," would it not have secured greater attention? Nevertheless, on the whole the advertisement is a good one, and is rather neatly set up.

* * *

W. C. Norris, Nokomis, Sask.—How does this ad catch you? Would the word "Groceries" get your attention away from the reading matter columns in the newspaper, were you at the head of the household cuisine department, or would you be apt to pass over it? This is a question every ad writer should ask himself. This advertisement was, of course, written last autumn before the heavy frost set in. How would a heading such as "Nothing More Wholesome Than Canned Goods" have got the attention of the feminine readers? It will also be seen that descriptive matter in connection with each of the lines advertised is lacking. After Jelly Powder, it surely would have been better to have said, for instance, "Provides a most delicious dessert," instead of leaving all that white space blank. That is the kind of matter that creates the desire.

* * *

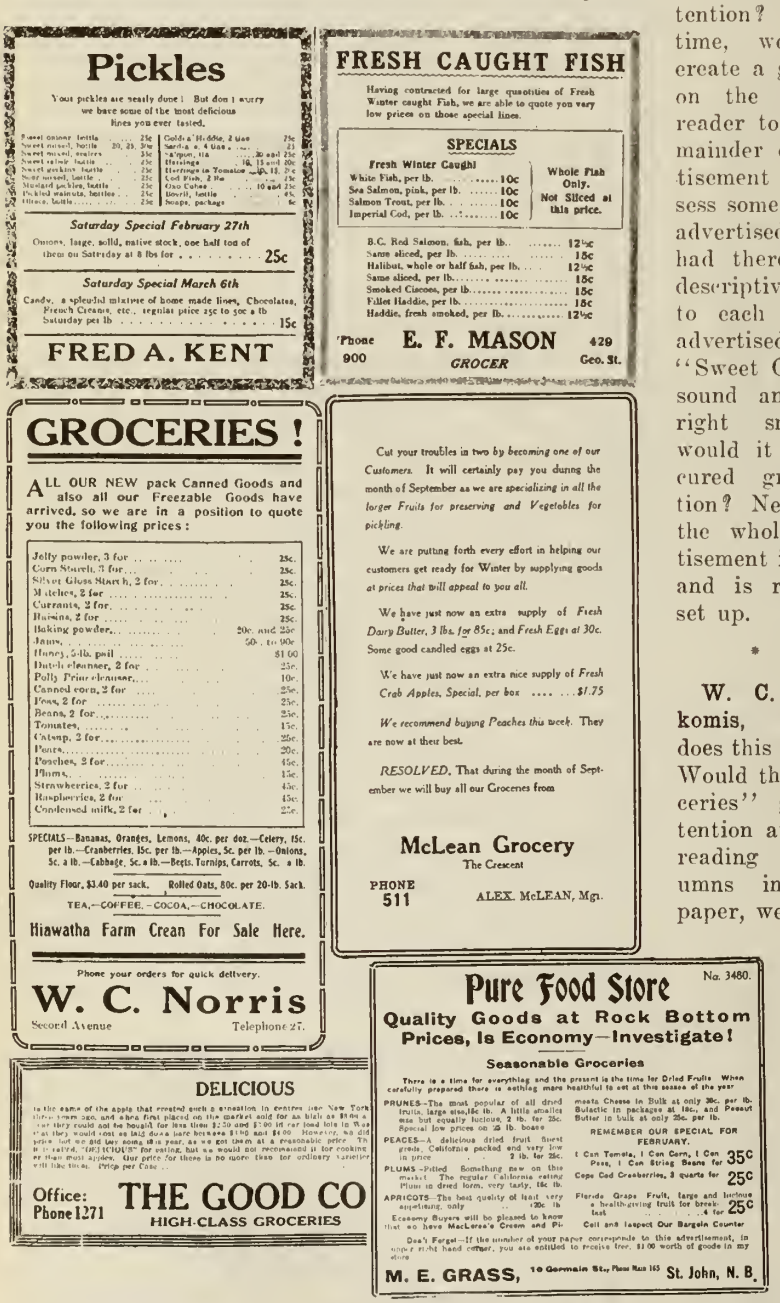
The Good Co., Lethbridge, Alta.—Here will be found a splendid informative advertisement which every reader interested in the purchase of apples last fall would undoubtedly read. A good feature of this advertisement is that it sticks to apples, so that the attention is not divided between apples, eggs, soap, etc. It reads somewhat like a news item, and this makes it all the more effective.

* * *

E. F. Mason, Peterborough, Ont.—"Fresh Caught Fish" is a pretty good heading in itself, particularly at a time when it is somewhat difficult to get the fish fresh, but would this heading attract the attention of many people who had not been in the habit of using fish? How would it have been to have said, "Fresh Caught Fish a Fine Winter Food?" A smaller heading type could have been used, and this heading followed up with a reference to the difficulty in getting fresh fish through in the cold weather season, and elaborating on its desirability and the service the store is rendering. It would appear that some such a heading and introduction as this would have enlarged the number of fish users, and created a favorable impression on the store in the minds of non-customers. However, this is a pretty good advertisement, and should secure good business. Just what use the printer sees in the wavy and straight rules is difficult to understand.

* * *

The McLean Grocery, Moose Jaw, Sask.—A feature of this advertisement is the fact that it has no rules. Note how neat it looks. On the other hand just why there was no special heading for this advertisement is a question we should like to have answered. Why not


Pickles
Your pickles are nearly done! But don't worry we have some of the most delicious lines you ever tasted.
Saturday Special February 27th
Onions, large, solid, native stock, one half ton of them on Saturday at 8 lbs for . . . 25c
Saturday Special March 6th
Candy, a splendid mixture of home made lines, Chocolates, French Creams, etc., regular price 25c to 30c a lb Saturday per lb . . . 15c
FRED A. KENT
FRESH CAUGHT FISH
Having contracted for large quantities of Fresh Winter caught Fish, we are able to quote you very low prices on those special lines.
SPECIALS
Fresh Winter Caught
White Fish, per lb. . . . 10c
Sea Salmon, pink, per lb. . . . 10c
Salmon Trout, per lb. . . . 10c
Imperial Cod, per lb. . . . 10c
Whole Fish Only. Not Sliced at this price.
B.C. Red Salmon, fish, per lb. . . . 12½c
Same sliced, per lb. . . . 15c
Halibut, whole or half fish, per lb. . . . 12½c
Same sliced, per lb. . . . 15c
Smoked Ciscoes, per lb. . . . 15c
Fillet Haddie, per lb. . . . 15c
Haddie, fresh smoked, per lb. . . . 12½c
'Phone 900
E. F. MASON
GROCER
429 Geo. St.
GROCERIES!
ALL OUR NEW pack Canned Goods and also all our Freezable Goods have arrived, so we are in a position to quote you the following prices:
Jelly powder, 3 for . . . 25c.
Corn Starch, 3 for . . . 25c.
Silver Gloss Starch, 2 for . . . 25c.
Matches, 2 for . . . 25c.
Currants, 2 for . . . 25c.
Raisins, 2 for . . . 25c.
Baking powder, . . . 20c. and 25c
Jams, . . . 50c. to 90c
Honey, 5-lb. pail . . . $1.00
Dutch cleanser, 2 for . . . 25c.
Polly Prim cleanser, . . . 10c.
Canned corn, 2 for . . . 25c.
Peas, 2 for . . . 25c.
Beans, 2 for . . . 25c.
Tomatoes, . . . 15c.
Catsup, 2 for . . . 25c.
Pears, . . . 20c.
Peaches, 2 for . . . 15c.
Plums, . . . 15c.
Strawberries, 2 for . . . 45c.
Raspberries, 2 for . . . 45c.
Condensed milk, 2 for . . . 25c.
SPECIALS—Bananas, Oranges, Lemons, 40c. per doz.—Celery, 15c. per lb.—Cranberries, 15c. per lb.—Apples, 5c. per lb.—Onions, 5c. a lb.—Cabbage, 5c. a lb.—Beets, Turnips, Carrots, 5c. a lb.
Quality Flour, $3.40 per sack. Rolled Oats, 80c. per 20-lb. Sack.
TEA.—COFFEE.—COCOA.—CHOCOLATE.
Hiawatha Farm Cream For Sale Here.
Phone your orders for quick delivery.
W. C. Norris
Second Avenue Telephone 27.
Cut your troubles in two by becoming one of our Customers. It will certainly pay you during the month of September as we are specializing in all the larger Fruits for preserving and Vegetables for pickling.
We are putting forth every effort in helping our customers get ready for Winter by supplying goods at prices that will appeal to you all.
We have just now an extra supply of Fresh Dairy Butter, 3 lbs. for 85c.; and Fresh Eggs at 30c. Some good candled eggs at 25c.
We have just now an extra nice supply of Fresh Crab Apples, Special, per box $1.75
We recommend buying Peaches this week. They are now at their best.
RESOLVED, That during the month of September we will buy all our Groceries from
McLean Grocery
The Crescent
PHONE 511
ALEX. McLEAN, Mgr.
DELICIOUS
is the name of the apple that created such a sensation in centres like New York thirty years ago, and when first placed on the market sold for as high as $6.00 a box. They could not be bought for less than $2.50 and $3.00 for car load lots is what they would cost us laid down here between $1.90 and $4.00. However, we did price but no did say some, as we got them at a reasonable price. The price is fairly, DELICIOUS for eating, but as would not recommend it for cooking or than most apples. Our price for these is no more than for ordinary varieties will like them. Price per Case . . .
Office: Phone 1271
THE GOOD CO
HIGH-CLASS GROCERIES
Pure Food Store
No. 3480.
Quality Goods at Rock Bottom Prices, Is Economy—Investigate!
Seasonable Groceries
There is a time for everything and the present is the time for Dried Fruits. When carefully prepared there is nothing more healthful to eat at this season of the year
PRUNES—The most popular of all dried fruits, large size, 4lbs. A little smaller size but equally luscious, 2 lbs. for 25c. Special low prices on 25 lb. boxes
PEACHES—A delicious dried fruit. Sweet grade. California packed and very low in price 2 lbs. for 25c.
PLUMS—Pitted. Something new on this market. The regular California eating Plums in dried form, very tasty, 15c lb.
APRICOTS—The best quality of last very appetizing, only . . . 20c lb
Economy Buyers will be pleased to know that we have MacLaren's Cream and Pi-
Don't Forget—If the number of your paper corresponds to this advertisement, in upper right hand corner, you are entitled to receive free, $1.00 worth of goods in my store
M. E. GRASS, 10 Germain St., Phone Main 165 St. John, N. B.
Mosela Cheese in Bulk at only 30c. per lb.
Bulactic in packages at 10c., and Peanut Butter in bulk at only 25c. per lb.
REMEMBER OUR SPECIAL FOR FEBRUARY.
1 Can Tomato, 1 Can Corn, 1 Can Peas, 1 Can String Beans for 35c
Cape Cod Cranberries, 3 quarts for 25c
Florida Grape Fruit, large and luscious a health-giving fruit for breakfast 4 for 25c
Call and Inspect Our Bargain Counter

Group of advertisements that have been used by Canadian grocers in their local newspapers.

have used the heading—"Fresh and Flavory Fruit for Preserving." and followed this up with the reading matter this advertisement contains. In this, as in some of the other ads shown here, is a tendency to advertise various lines not associated with one another. It is all right to advertise Easter goods including ham and bacon, eggs, confectionery, fruits, etc., and all kinds of house-cleaning goods in a house-cleaning ad, but when it comes to a fruit and vegetable ad it would seem only right that fruit and vegetables should be adhered to. This, nevertheless, is a good type of retail advertisement.

* * *

M. E. Grass, St. John, N.B.—The body of this advertisement is one of the best we have seen for a long time. Each item advertised such as prunes, peaches, plums, etc., is given a brief description and there is nothing more effective in an advertisement to create a desire on the part of the reader to possess the goods advertised. When so much trouble was gone to in describing the goods, shown herein, it is difficult to understand why the heading was used as it is. Advertising that groceries will be sold at rock-bottom prices, etc., etc., is not conducive to impressing the consumer with the fact that the store sells quality goods and gives the very best of service. It implies cutting of prices, and it should be understood that nowadays the best trade does not go to the store that cuts prices—at least, for little apart from the goods cut. In the case of this merchant, of course, it may be that it is likely that he is getting a good profit on the goods. It would seem that a heading such as "The Time When Dried Fruits Are at Their Best," and follow this up with the statement that when carefully prepared, there is nothing more healthful to eat at this season of the year, this advertisement would have been a particularly good one.

COFFEE PRICES OF THE FUTURE.

(Continued from page 25.)

have a lasting effect. After the war when intoxicating liquor comes into general use again, we think that the people represented by this percentage, having found a predilection for coffee, will still keep up the coffee drinking habit. That seems reasonable. Introduce a new thing to a man's taste to displace some old taste, and when you are going to reintroduce the old taste you will have some difficulty in superseding the new one. So far as Russia is concerned, present indications are that vodka having been eliminated, tea, rather than coffee, is generally favored. It would appear that while coffee is undoubtedly on the increase in Russia, it is not increasing to anything like the extent tea is. Tea undoubtedly has the big hold there after liquor. But still every little helps, and there is a far more pronounced trend towards coffee drinking now than there was a few years ago.

A very important factor, we think, is the question of the soldiers drinking coffee in the trenches. It is true that coffee is a second beverage rather than the first. Tea is undoubtedly the more popular. But some coffee is being drunk and being drunk by some people who have never bothered with it before, and after the war the Tommy who has drunk coffee as a soldier will be likely to continue drinking it as a civilian. We think that it is undoubted that the consumption of coffee the world over will be greater after the war than before it.

And this, taken in conjunction with the fact of the decreased production will mean, we think, higher prices after the war than now. How long they will remain it is impossible to forecast. But it seems certain that for several months at any rate prices on coffee will be a good deal higher than they are at present.

ALUMINUM WASHBOARDS TO REPLACE ZINC.

Owing to the fact that zinc has become so high in price for the reasons mentioned in an article on washboards in a recent issue of Canadian Grocer, a large Canadian manufacturer has been looking out for a substitute for some time. This firm has been experimenting with aluminum as a washing plate instead of the zinc. As soon as they can get deliveries from the aluminum company, they will be putting out aluminum washboards along with their other lines. It will then be optional with the trade, whether they purchase a zinc washboard or an aluminum board. This firm claims that aluminum is a nice clean metal, which will not wear hard or rough, and will give equal to or better service than zinc.

INTEREST ON OVERDUE ACCOUNTS

A reader writes as follows:—

"I would like to get your opinion on overdue contracts. Can I charge interest on same? Please let me know in your next issue.

From a Subscriber."

Editorial Note.—The answer to this is that a book account overdue will not draw interest unless the merchant has it printed on his invoices and bills he gives with the goods, that interest will be charged after a certain date. Then it can only be 5 per cent., unless the debtor consents to pay more. Simply having 8 or 10 per cent., as the case may be, printed on the invoices does not make the charge binding and the debtor may refuse to pay anything more than five. It should be remembered that the legal rate of interest in Canada is 5 per cent. As to a promissory note where nothing is said about interest, it will not draw interest before maturity, but if not paid at maturity it will then commence to draw 5 per cent.

SERVICE DEPARTMENT.

Editor, Canadian Grocer: Would you please let me know where I would get a paper press and if it would pay me to get one?

J. W. M. RENFREW.

Editorial Note: The Climax Baler Co., Hamilton, Ont., would be able to supply a paper baler to meet your requirements at a cost of somewhere near $50. Waste paper is sold at an average of about $5 a ton. Whether the installation would pay would depend on the amount of waste paper that accumulates.

* * *

Editor, Canadian Grocer: Under the War Stamp Tax am I compelled to affix a patent medicine stamp to Health Salts sold in my grocery store?

"Query," Toronto,
April 16th, 1915.

Editorial Note: Yes, commencing April 15th it is necessary for you to affix a special Inland Revenue stamp to the value of one cent for every twenty-five cent purchase.

* * *

Editor, Canadian Grocer: Will you put me in touch with a manufacturer of aluminum scoops, preferably a Canadian concern?

R. A. G., Summerland, B.C.

Editorial Note: Suggest that you write to the Ben-Hur Mfg. Co., Hamilton, Ont., who would no doubt be glad to consider your proposition.

* * *

Editor, Canadian Grocer: Can you tell me where a brand of butter can be obtained called "Omemee"?

C. H. P. & Co.,
Copper Cliff, Ont.

Editorial Note: This brand is manufactured by the Omemee Creamery Co., of Omemee, Ont., with whom no doubt you will get in touch.

THE CLERKS' PAGE

THE ORANGE PROBLEM.

Editor Clerks' Page,—My answer to the orange problem is as follows:—

Clerk A sells 3 doz. at 32c, which is 96c.; 3 only at 3c, which is 9c. For the 39 oranges he gets $1.05.

Clerk B sells at the same rate, 32c a doz. But he sold all oranges to small buyers; 35 customers, each one orange at 3c., which makes $1.05.

BEN SHUTKE.

Calgary, Alta.

* * *

AN ANSWER AND A NEW PROBLEM

Editor Clerks' Page,—Regarding the new orange problem: One had 39 and the other 35 oranges. Here is my answer:—

They both sell 6 for 1c at first. The first clerk had 6c and 3 oranges left while the other had 5c, and 5 oranges. Then the price is lowered to 2 for 1c. The first clerk sold 2 oranges and the other 4 at that price making each 7c. Then they sold the remainder 1c each, making each 8c altogether.

I would like some clerk to give me the solution of the following (without the aid of algebra), and show the reasoning: A field contains 58,020 sq. rods. It is 49 rods longer than it is wide. What are the sides?

P. HACHE.

Portneuf Station, Que.

* * *

THE CLERK'S PAGE APPRECIATED

Editor Clerks' Page,—The following is my answer to the question sent by N. Fink, in March 19th Canadian Grocer: 11 men, 41 women and 48 children.

Wish to say in closing how much I appreciate Canadian Grocer, especially the clerks page. I always look for it first, and the window displays afterward. Am looking forward for the Spring Sales number with pleasure. Wishing you the best, I am,

Sincerely yours,
A NORTHERN B.C. CLERK.

Quesnel, B.C.

* * *

BOTTLE AND STOPPER PROBLEM.

Editor Clerk's Page.—The following is my answer to G. Love's problem:—

The bottle costs	$1.05
The stopper costs.....	.05
Total.....	$1.10

GERALD M'CARTHY.

Sydney, C.B.

WHAT IS A SALESMAN?

When the train pulls in and you grab your grip,
And the hackman's there with his frayed-out whip,
And you call on your man and try to be gay,
And all you get is "Nothing doing today";
Then you're a Pedlar,
By gad, you're a Pedlar.

When you get into town and call on your man,
"Can't you see any, Bill?" "Why, sure, I can";
You size up his stock—make a rough count,
And "Bill" presently says, "Send the usual amount";
Then you're an Order Taker,
By gad, you're an Order Taker.

When you travel along, and everything's line,
And you don't get up until half-past nine,
When you see each concern and talk conditions,
And write it all home with many additions,
Then you're a Traveling Man,
By gad, you're a Traveling Man.

When you call on your trade and they talk "hard times,"
"Lower prices" and "decided declines,"
But you Talk and Smile—make the world look bright,
And send in your orders every blamed night;
Then you're a Salesman,
By gad, you're a Salesman.

—Bulletin of the National Association.

THE ENCYCLOPEDIA

COCOANUT CONSUMPTION.

It will probably surprise the average man to learn that over 500,000,000 cocoanuts are now consumed in the United States yearly, and that the consumption is increasing rapidly. That is five nuts for each man, woman and child, and if you don't remember having your share, your neighbor or somebody else must have had 10, perhaps more.

Now, to produce 500,000,000 cocoanuts requires 10,000,000 trees, and these would occupy about 200,000 acres. Quite an orchard!

These are large figures, but see how they dwarf to insignificance in comparison with the whole world's commerce in cocoanuts.

The world's production and consumption is now put by authorities at 8,000,000,000 cocoanuts yearly. Not only are there no cocoanuts to spare, but there is a lively scramble for all there are, and the tree is with great difficulty filling its orders to-day. So then, the United States, with its apparently heavy consumption, takes less than 10 per cent. of the world's production.

These figures seem out of all proportion, especially since we cannot remember having had our yearly share of five whole nuts. Perhaps we had them, and didn't know it. Well, if we used any soap, if we ate any crackers, or candy, even though no cocoanut flavor was apparent, we doubtless had our full share of five nuts, but in some form we did not recognize.

We are now getting close to the "meat of the cocoanut," and right here is to be found the answer to these enormous figures in question.

The meat of the cocoanut (called copra in commerce) is one of the very richest of vegetable matters, about two-thirds of it by weight, after it is dried, being oil. The people of the tropical countries found this out centuries ago, and cocoanut oil has long been the "lard" of these millions of tropical people. They did not have the money to buy animal fats and lard, nor did they need them.

It is well known that all meat products have become scarce in the recent years, and risen greatly in price. Indeed, this growing scarcity became acute some few years ago, for Europe found that the great cattle industry of America was running shorter all the time, and becoming less and less able to supply the rest of the lard and fat-consuming countries. Europe, therefore, turned to other sources to supply her needs, and what better could she find than the standard fat of the far East? That it took a very short time to establish proper trade channels may be judged from the fact that the commercial production of copra in 10 years increased, according to London authorities, about five times, while the price doubled.

CURRENT NEWS OF WEEK

Quebec and Maritime Provinces.

The Eastern Trading Co., general merchants, Ayers Cliff, Que., sustained a fire loss recently.

Fire last week destroyed the general store of A. G. Clough, with its entire contents at Ayer's Cliff, Que.

J. A. Brisebois will open a grocery store near the corner of Ontario and Fullum streets, Montreal, shortly.

Chas. F. Mott, of Halifax, N.S., has passed away. Mr. Mott was a manufacturer of grocery products there for some years.

M. J. Smith, who has been in Megantic, Que., since 1879, has sold his general store business to Frs. Perinett, of Woburn Village.

The late William Burrill, of William Burrill & Co., Yarmouth, N.S., left estate valued at $105,000. The business has been purchased by Fred Burrill, one of the heirs.

Thomas Tompkins, general merchant, Margaree Forks, N.S., is dead. He commenced life in the mercantile business as a clerk with the late Hon. Chas. Campbell, Baddeck, N.S.

The Montreal Grocery Clerks' Union will hold their annual picnic at St. Rose, Que., on June 9. Trains leave Place Viger Station. A meeting will be held shortly at which various committees will be appointed. The union now has a membership of 506.

The Retail Merchants' Association of Fredericton, N.B., have decided that instead of a weekly half holiday during the months of July and August, they will close the stores every evening except Saturday at 5 o'clock during the two months mentioned.

The death is announced of John McEachern, Charlottetown, P.E.I., at the age of 71. In early life he was connected with the wholesale and retail firm of Harrington & Co., Halifax, later returning to Charlottetown, where he established a grocery business under the name of the Italian Warehouse.

The Canadian Metal Cap & Seal Co., Limited, has been organized in Montreal by a syndicate of business men there who have purchased the Canadian rights of the device known as the "Spengler" cap. The authorized capital stock is $600,000. This cap is intended to take the place of cork and other bottle stoppers.

Ontario.

Thos. Whattam is opening a grocery store in Picton, Ont.

J. H. Glanville, general merchant, Thessalon, Ont., has sold to W. J. Lundy & Co.

N. B. Gerry, a hardware merchant in Fort William, Ont., has added a stock of groceries.

John Culbert, a grocer of Brockville, Ont., an ex-M.P., and an ex-mayor died recently.

J. M. Book & Co., have taken over the grocery store of the Book Grocery Co., Beamsville, Ont.

W. J. McKinney will open his second grocery in Windsor, Ont., on Pitt street, east, near the market.

The Rathbun Match Co., Limited, Deseronto, Ont., has been granted a Federal charter. The capital stock is $125,000.

The Borden Milk Co., is contemplating the erection of an addition to the factory in Ingersoll, Ont.

The bakery, grocery and dwelling of Chester F. Slitter, of Elgin, Ont., was totally destroyed by fire. Damage $4,000; $1,000 insurance.

A Chatham, Ont., report states that the Dominion Sugar Co., of Wallaceburg, Ont., will erect a million dollar plant there for the refining of sugar.

A. J. Young, wholesale grocer, North Bay, Ont., has been selected as Liberal candidate in the next Federal election for the constituency of East Nipissing.

Thos. H. Ingham, assistant superintendent of the Mooney Biscuit Co., Stratford, Ont., has joined the 18th Battalion at London, Second Contingent, for overseas duty.

George Killbank, a grocer at Stockdale near Frankford, Ont., together with his wife were burned to death last week when fire which broke out in the store destroyed also their residence adjoining it.

The City Council of Kingston, Ont., is discussing the question of providing more daylight by putting on the clocks an hour during the summer months. The scheme is also being discussed in Smiths Falls, Ont.

E. McCance, Ross street, St. Thomas, Ont., has just completed a new front in his grocery store. He has a double-decker window, hardwood floors and hardwood centre partition so he can make two distinct displays in each window. Prism lights over the display window throw ample light in the store.

Western Canada.

J. E. Bourget, a general merchant in Vegreville, Alta., has closed his business there and moved to Beauvallon, where he will reopen in the general store business.

The mail order house of Christie, Grant & Co., organized in Winnipeg early last year, has been re-organized. The name is changed to "Christie, Grant, Limited."

Spencer-Todd, Limited, have opened their large department store in Medicine Hat, Alberta. The grocery department is in charge of Wm. Armstrong, late of Hewitt & Armstrong.

The Retail Merchants' Association of Vernon, B.C., held an "at home" on Thursday evening, April 15. A splendid program was given with music and refreshments and an exceedingly pleasant evening ended in dancing.

W. R. Kell who is connected with the provincial staff of the Retail Merchants' Association of Saskatchewan, was presented recently on the occasion of his approaching marriage with a cheque from the provincial executive.

Thos. Duke, proprietor of Duke's Grocery, and F. W. Welsh, of the London Grocery, Ltd., Vancouver, B. C., have been given a place in the "solid six" ticket by the Conservatives of the Pacific Coast city and will run for the Legislature at the coming election.

The annual convention of the Alberta Branch of the Retail Merchants' Association will be held in the city hall, Red Deer, May 18, 19, 20. Many delegates from all parts of the province will attend the convention. A display of goods handled and made in the province will be a feature.

Over 9,000,000 pounds of halibut, in addition to salmon, cod and herring, with a valuation of more than $500,000, were landed at Prince Rupert, B.C., during the year 1914 and since, through the inauguration of the new through service over the G. T. R., between Prince Rupert and Winnipeg, it is claimed that 1,000,000 pounds of fish a month are being moved to the prairies, to Chicago and even to Montreal and New York.

Biggest Tea Advance in Thirty Years

A Full Penny Advance at London Auction—Common Grades Around One Shilling in England Sugar Market Quiet—Stiff Situation for Spices—Tapioca Advances in Montreal.

Office of Publication, Toronto, April 22, 1915.

THE market on Manitoba flour is up 40c this week. The increase is the result of the phenomenal advances in wheat on the Chicago and Winnipeg Exchanges. In Winnipeg, May wheat is quoted at the time of writing at $1.61⅞; in Chicago it is $1.64. Its highest before this on the latter exchange was $1.60¾. Nor is that all. The increase in May wheat amounts to the considerable one of 15c. Prices have jumped from $1.24 to $1.39, and general opinion is that they will go higher yet. Statisticians have been giving some figures as to present and future supplies, and they are not figures that will please the bears. Great Britain is again in the market for wheat and there is a run on what supplies there are. Canadian Grocer prophesied higher prices, both on wheat and on flour, and we think we shall see these. There is every reason for higher prices, and few reasons for lower prices with conditions as they are at present.

Our Montreal correspondent notices in Quebec province a distinct improvement in the demand for articles of luxury. This is reflected in Toronto market as well. And we take it that it is in some sort a sign of freer spending on the part of the general public, and undoubtedly the situation from the wholesalers' point of view, is loosening up a good deal. March turned out an exceedingly good month —the best month since the beginning of the war—and orders are not so much of the hand-to-mouth character. They are larger in size and there are more of them. Moreover, people are undoubtedly buying little delicacies and luxuries that they cut out at the beginning of the war.

In spite of the decline in sugar last week business is poor. If prices were dropped in order to get business, the scheme failed. This market has been singularly weak, both in Montreal and Toronto. It is said that wholesalers in both markets are pretty well stocked and not even the drop of 15c was inducement sufficient enough to tempt them to buy when they didn't really need it. Nothing is cheap if you don't want it.

The weekly advance of a farthing or a half-penny on tea that has come to be almost a regular thing at the London auction has extended into a penny this week on Ceylons, and three farthings on Indian. This makes the commonest teas something like a shilling a pound. At such buying levels Canadian houses will have to put up their prices to retailers. A shilling a pound for teas in England that used to be about ninepence can't make possible the continuance of present selling prices. The public will be paying more for tea ere long.

QUEBEC MARKETS.

Montreal, April 22.—A dealer expressed the opinion this week that buying was good policy on any line just now, as long as it was not carried too far. There is the question nevertheless of what effect the opening of navigation will have on conditions, and particularly on the price of groceries. It is possible that if sailings of steamships are at all regular, that prices will drop, and supplies will be much more ample. But one can hardly depend on anything nowadays, and until the war ends it will be difficult to draw any conclusions or offer any advice with any degree of positiveness. Prices on many lines have certainly been much higher since the war broke out, and now, when the demand is small, they still keep to a high level, despite the fact that demand is practically nil. Take the case of tea for instance; the market is firm, supplies are scarce, prices are high, but the demand is small taken all round. In sugar, a drop of 15c per cwt., brought about by dullness, did not influence business to any great extent, despite the fact that an advance is almost certain with a strong raw market. In spices, the storm signals have been sounded, but the demand is quiet. And so on along the line. Prices are comparatively low, and the demand is lower.

Markets in Brief

QUEBEC MARKETS.

FLOUR AND CEREALS—
- Manitoba flours up 40c per bbl.
- No advance in winter flours.
- Feed prices unchanged.
- Rolled oats firmer.

PRODUCE AND PROVISIONS—
- Dressed turkeys continue high.
- Only poor live stock offered.
- Advances likely in provisions.
- Turn of market for butter.
- American butter saves situation.
- New cheese selling at 16½c.
- Eggs up 1c: will be down soon.

FRUIT AND VEGETABLES—
- Oranges up slightly.
- Cranberries hard to dispose of.
- Cheaper pineapples in.
- Strawberries at 12c per box.
- Old cabbage up to $2.75-$3.
- New cabbage should be cheaper.
- Wax and green beans jumped to $9.
- Spotted tomatoes too plentiful.

FISH AND OYSTERS—
- Western fish is scarcer.
- Eastern fish plentiful and cheap.
- Little Pacific halibut offered.
- Haddock less plentiful.
- Carp, perch and pike at 5-6c.
- Close season for bass and dore.

GENERAL GROCERIES—
- Castor oil jumps 10c gallon.
- Tapioca and sago advanced.
- Sugar drop has little effect.
- Little demand for teas.
- Bean market weaker if anything.
- Currants scarce and in demand.
- Firm withdraws walnut prices.
- Molasses situation unchanged.

ONTARIO MARKETS.

FLOUR AND CEREALS.
- Manitoba flour up 40c.
- Feed situation strong.
- No demand for cereals.
- Wheat at high levels.

PRODUCE AND PROVISIONS—
- Cooked meats in demand.
- Breakfast bacon higher.
- New butter coming along.
- Easier prices on cheese.
- Light deliveries of poultry.

FISH AND OYSTERS—
- Whitefish best seller.
- Haddock and cod selling.
- Fresh trout expected.
- Lobster prices lower.

FRUIT AND VEGETABLES—
- Root vegetables slow.
- Strawberries lower.
- Asparagus declines.
- Tomatoes sell well.
- Navel oranges advance.

GENERAL GROCERIES—
- Tea higher in London.
- Sugar situation slow.
- Currants are cheaper.
- Dried fruits slow.
- Spices very scarce.
- Coffee prices higher.

Considerable activity was noticed in seeds early this week, which was brought about by the beautiful weather. Orders came in a rush from dealers, who had waited until the last minute, thinking that all the wholesalers had to do was to pull the plug and get it on the rails. The demand is big, especially for timothy and clover. The market is much firmer, and advances have taken place

in Chicago. In the last ten days prices in the primary market have gone up ¼c all round, but prices to the retailer have undergone no change as yet. No. 1 Government standard seeds in some lines are practically exhausted.

A significant fact in the nut market is that one of the largest Canadian wholesale grocers have withdrawn prices on Bordeaux shelled walnuts on the ground that what are available to them are not suitable for their trade. Supplies which arrived recently had been delayed on the way, and were exposed to bad weather. They have been re-picked, but owing to their delicate nature, this house has not thought it worth while offering them to their trade. The sinking of the steamship Vosges by a German submarine, and the consequent loss of 2,000 boxes of walnuts consigned to Montreal, had considerable effect.

There is a noticeable improvement in the demand in Quebec Province for articles of luxury, especially in wines and liquors. There is a scarcity of many French dainties, which is felt now that navigation is near—the time for bringing in new goods. Olive oil, mushrooms, and other French vegetables are affected. Of course, there is no French alimentary paste. The demand for it is quite large, and the fact that the French Government placed an embargo on this food is helping Canadian manufacturers.

In general groceries, there is quite a demand, but only in small lots. Merchants are buying oftener, but the volume is as big. Demand from the country is good, and a better class of goods is being shipped. The tendency in the rural districts of this province is upward. Wholesalers are shipping dainties to the country districts which they would never have dreamt of years ago.

Minor changes consist of an advance in lima beans to 8-8½c; an advance in castor oil from $1.40 to $1.50 per gallon; an advance in seed and pearl tapioca and sago to 6½-7c, which is in proportion to the advance in Singapore.

SUGAR.—There has been no change since the decline of ten days ago. There still seems to be some doubt in the minds of the trade as to why this drop took place. One who should know states that prices were dropped because raws were considerably easier at that date, and there was practically no demand for raws. Naturally wholesalers who have large stocks on hand regretted having to lose 15c per bag. It is believed that stocks carried by the wholesalers are heavy; yet, despite this fact, some of them are speculating, believing that sugar cannot long remain at the reduced figure. Navigation has opened, but it will be a day or two before business will be in full swing. Then, it is expected, demand for sugar will improve.

Extra Granulated Sugars—	Per 100 lbs.
100 lb. bags	6 65
20 lb. bags	6 75
2 and 5-lb. cartou	6 95
Yellow Sugars—	
No. 3	6 50
No. 1	6 25
Extra Ground Sugars—	
Barrels	7 05
50 lb. boxes	7 25
25 lb. boxes	7 45
Powdered Sugars—	
Barrels	6 85
50 lb. boxes	7 05
25 lb. boxes	7 25
Paris Lumps—	
100 lb. boxes	7 40
50 lb. boxes	7 50
25 lb. boxes	7 70
Crystal Diamonds—	
Barrels	7 30
100 lb. boxes	7 40
50 lb. boxes	7 50
25 lb. boxes	7 70
Cartons and half cartons	8 05
Crystal Dominoes, cartons	8 15

DRIED FRUITS. — Currants are scarce, and in good demand. There are lots in New York, but of poor quality. Uncleaned stuff is being brought in, and stemmed and cleaned in New York. There are no Sultanas yet. Bag figs are selling freely at reasonable prices; box figs are slow. Dates are going well, the market having dropped about 1½c in the primary market during the past ten days.

EVAPORATED FRUITS.	Per lb.	
Apples, choice winter, 50-lb. boxes	....	0 08
Apples, choice winter, 25-lb. boxes	....	0 08½
Apricots	0 15½	0 17½
Nectarines, choice	....	0 11½
Peaches, choice	0 10	0 11
Pears, choice	....	0 13½
DRIED FRUITS.		
Candied Peels—		
Citron	0 20	0 21
Lemon	0 13½	0 14
Orange	0 13½	0 14
Currants—		
Amalias, loose	....	0 07½
Amalias, 1-lb. pkgs.	....	0 08
Filiatras, fine, loose, new	....	0 07
Filiatras, packages, new	....	0 08
Vostizzas, loose	....	0 09
Dates—		
Dromedary, package stock, per pkg.	....	0 09
Fards, choicest	....	0 12½
Hallowee, loose	....	0 08
Hallowee, 1-lb. pkgs.	....	0 08
Figs—		
8 crown, 12 lb. boxes, fancy, layer, lb.	....	0 14
7 crown, 12 lb. boxes, fancy, layer, lb.	....	0 14
6 crown, 12 lb. boxes, fancy, layer, lb.	....	0 13½
1 lb. glove boxes, each	....	0 12
Prunes—		
30 to 40, in 25-lb. boxes, faced	....	0 14
40 to 50, in 25-lb. boxes, faced	....	0 13
50 to 60, in 25-lb. boxes, faced	....	0 12
60 to 70, in 25-lb. boxes, faced	....	0 11
70 to 80, in 25-lb. boxes, faced	....	0 10
80 to 90, in 25-lb. boxes, faced	....	0 09½
90 to 100, in 25-lb. boxes, faced	....	0 09
Raisins—		
Malaga, table box of 22 lbs., 3-crown cluster, $2.60; 5-crown cluster	....	3 60
Muscatels, loose, 3 crown, lb.	....	0 09
Sultana, loose	0 10	0 11
Sultanas, 1-lb. pkgs.	0 11½	0 14
Valencia, selected	....	0 09
Valencia, 4-cr. layer	....	0 09¼
Cal. seedless, 16 oz.	....	0 11
Seedless, 12 oz.	....	0 09
Fancy seeded, 16 oz.	....	0 10
Choice seeded, 16 oz.	....	0 09¼

Prices quoted on all lines of fruits are liable to be shaded for quantities, according to the state of market.

RICE.—Quotations on British Patnas, Siams, and Rangoons are being made, and especially on the first are considerably ahead of last year's prices. Patnas cost 3c to 3½c per lb. more, and the prices on the other two grades are about ½c ahead. These are considered out of the question for this market just now, particularly Patnas. It is likely though that those who require these goods will have to pay the enhanced prices for them.

Rangoon Rices—	Per cwt.
Rangoon "B"	3 60
"C.C."	3 50
India bright	3 75
Lustre	3 85
Fancy Rices—	
Imperial Glace	5 50
Sparkle	6 70
Crystal	6 45
Ice drips	6 80
Snow	6 70
Polished	4 85
Pearl	5 05

Prices are per 100 lbs., packed in bags (250 lbs.), half-bags (100 lbs.), and quarter-bags (50 lbs.); add 10c per 100 lbs. for pockets (25 lbs.), and 20c for half-pockets (12½ lbs.).

Imported Patna—	Per lb.	
Bags, 224 lbs.	0 06	0 06½
Half bags, 112 lbs.	0 06¾	0 06
Quarter bags, 56 lbs.	0 06⅞	0 06½
Velvet head Carolina	0 09¾	0 10½
Sago, brown	0 06½	0 07
Tapioca—		
Pearl, lb.	0 06½	0 07
Seed, lb.	0 06½	0 07

MOLASSES. — Situation remains about same as week ago. Prices quoted are the same, and the same difficulty exists in regard to freight rates. Sales of sugar from Barbadoes and Jamaica have been made at prices in the neighborhood of 5½c.

	Prices for Island of Montreal.	
Barbadoes Molasses—	Fancy.	Choice.
Puncheons	.45	.41
Barrels	.48	.44
Half barrels	.50	.46

For outside territories prices range about 2c lower for fancy; nothing for choice.

Carload lots of 20 puncheons or its equivalent in barrels or half barrels, to one buyer, may be sold at "open prices." No discounts will be given.

Corn Syrups—		
Barrels, per lb., 3¾c; ½ bbls., 4c; ¼ bbls.		0 04¼
Pails, 38½ lbs., $1.95; 25 lbs.		1 46
Cases, 2 lb. tins, 2 doz. in case		2 65
Cases, 5 lb. tins, 1 doz. in case		3 00
Cases, 10 lb. tins, ½ doz. in case		2 90
Cases, 20 lb. tins, ¼ doz. in case		2 85
Maple Syrups—		
New, pure, per 8½ lb. tin	....	0 70
Pure, in 15 gal. kegs, 8c per lb. or, per gal.		1 15
Maple sugar, pure, per lb.	0 11	0 12

COFFEE. — The demand remains steady, with prices the same as have obtained for past few weeks. These conditions are expected until about July 1, when new crop comes in.

Coffee, Roasted—		
Bogotas	0 26	0 30
Jamaica	0 23	0 24
Java	0 31	0 36
Maricaibo	0 22	0 25
Mexican	0 27	0 28
Mocha	0 33	0 36
Rio	0 17	0 20
Santos	0 21	0 23
Chicory, per lb.	0 10	0 12

NUTS.—Market on shelled walnuts has undergone little change, 33-34c being quoted for import, and 29c for poor quality stuff. Import prices for shelled walnuts are about the same as for walnuts, and are considered reasonable. There is a moderate demand for Sicily filberts in shell.

Almonds, Tara	0 16	0 18
Grenobles, new	0 14	0 16
Marbots, new	0 15	0 16
Shelled walnuts, new, per lb.	0 34	0 37
Shelled almonds, 28-lb. boxes, per lb.	0 38	0 40
Sicily filberts	0 13	0 14
Filberts, shelled	....	0 23
Pecans, large	....	0 18
Brazils, new	....	0 14
Peanuts, No. 1, 12½c; No. 2	....	0 11½
Peanuts, No. 3	....	0 10
Canadian chestnuts	....	0 12

BEANS.—Prices in the primary market for 3-lb. pickers are down, and what sales are being made are at the lowest figures for many months. Before long it will be necessary for wholesalers to quote lower figures, but it may be some time, as most of them have fairly big stocks. Soup peas are hard to get, and wholesalers are paying $2.75 for good boilers. For picked beans they are paying $3.05 and $3.10. Splits are scarce, and few are to be had.

Beans—		
Canadian, 3-lb. pickers, per bushel	3 00	3 15
Yellow, per bushel	....	3 25
Yellow eyes, per bushel	....	3 25
Lima, per lb.	0 07½	0 08
Peas, white soup, per bushel	2 85	3 00
Peas, split, bag, 98 lbs.	....	6 25
Barley, pot, per bag	....	3 00
Barley, pearl	....	4 50

TEA.—There is quite a demand for low-grade Congous, and few to be had. Quotations in England to-day are 9½d. for low grades. Wholesalers still carry large stocks of what was bought in February, and little buying is going on to-day. Little Ceylon or India tea is being offered here under 20-22c, but with such a firm market little buying is going on. The agent for a large British package tea concern complains that supplies are coming in slowly, and are picked up almost immediately on arrival.

CANNED FISH.—Demand for canned fish, now that Lent is over, is not so heavy, but it should spring up by the end of May. In the following quotations on lobsters for 1-lb. tins prices are down $1 per doz. over what they were a month ago. Salmon sockeyes have eased off more than other lines of salmon. Sardines are strong.

Lobsters—		
½ lb. flats, per doz.	....	2 42½
1 lb. flats, per doz.	....	4 70
1 lb. talls, per doz.	....	4 65
Salmon—		
Pinks, dozen	....	1 20
Cohoes, dozen	....	1 45
Red Spring, dozen	....	1 85
Red Sockeye, dozen	....	2 00
Canadian Sardines—		
¼ tins, per case of 100 tins	....	3 25
Norwegian Sardines—		
¼ tins	9 00	11 00
Sprats, per case	7 25	7 50
French sardines, case	12 00	27 50

ONTARIO MARKETS.

Toronto, April 22.—The provision market is interesting this week. There is a noticeable demand for cooked meats, and prices have advanced somewhat. This demand is unusual at this time of the year. Cooked meats are a summer line more than anything else. Retailers will do well, however, to foster the desire on the part of the public for this line of provisions all the year round. If the public is buying they may be induced to buy more and more regularly by judicious display and systematic salesmanship.

The situation in London over teas grows more acute and is less easy to understand as the weeks go by. We understand from a cable to a prominent concern here that the advance on Indian teas at the London auction this week is three farthings. On Ceylons it is one penny. Observe the trend. We have had farthing after farthing advance, then an occasional halfpenny, now a full penny. The very commonest teas are selling round one shilling, six and seven cents higher than their level six months ago. A big tea blender in England says: "Unfortunately there is every indication that we have not reached the top yet. . . . The public will have to pay higher prices for tea yet." Canadian Grocer has pointed out for some time now that Canadian houses cannot very well keep on selling tea at the prices which obtained some months ago when they have to pay so very much more. The advance to the retailer has been withheld, but it can't be withheld altogether. Without making ourselves a Saul among the prophets, we venture to say that a jump on prices is only a matter of a few weeks—possibly only days. There is no reason apparent at this writing, nor likely to be apparent, why teas should decline at the foreign auctions. There are several factors which would work the other way.

Trade continues good, not as good as it might be, but better than it has been. There is a much better feeling generally. Money is easier in New York. A prominent Canadian bank has just declared its customary bonus in addition to a dividend. This might well have been passed up, and no one would have been surprised. That it has not been is a good sign, and it will have a good effect. Collections continue good enough to be thankful for, while, of course, they might be better. In the words of the hymn, "We have enough, yet not too much to long for more!"

There is a dearth of news in the street this week. Trade is running along nicely, but there are few items of interest and few price changes. This, however, is not stagnation. Wholesalers have not come to the point where they play golf in the morning and match for pennies in the afternoon. Business needs getting after. The country towns are in good shape. We hear of travelers who are well satisfied with their country orders, and one said that "they don't appear to know anything about war and consequent hard times in his territory."

The bean market has displayed some activity this week after being stagnant for some time, and there is a firmer tone. Jelly powders, corn starch and the like are selling better as the warmer weather comes.

SUGAR.—The reduction of 15c in price does not seem to have achieved its object. Presumably it was to get business, but so far there has been no startling improvement. There have been some few inquiries, but they do not seem to materialize. Apparently buyers are better stocked than was supposed. The market is steady and featureless.

Extra Granulated Sugars, Montreal Refined—per 100 lbs.	
100 lb. bags	6 71
20 lb. bags	6 81
10 lb. bags	6 86
2 and 5-lb. cartons	7 00
Nova Scotia refined, 100-lb. bags	6 61
New Brunswick refined, 100-lb. bags	6 71
Extra Ground Sugars—	
Barrels	7 11
50 lb. boxes	7 29
25 lb. boxes	7 41
Powdered Sugars—	
Barrels	6 91
50 lb. boxes	7 11
25 lb. boxes	7 31
Crystal Diamonds—	
Barrels	7 36
100 lb. boxes	7 46
50 lb. boxes	7 56
Cartons (20 to case)	8 11
Cartons (50 to case)	8 61
Crystal Dominoes, cartons	8 11
Paris Lumps—	
100 lb. boxes	7 46
50 lb. boxes	7 56
25 lb. boxes	7 76
Yellow Sugars—	
No. 1	6 31

Barrels granulated and yellow may be had at 5c per cwt. above bag prices.

TEA.—Indian teas at Monday's auction in London showed an increase over a week ago of three-farthings full, and in some cases a penny. Ceylons on Tuesday were up a full penny. Demand continues unabated. This is nearly unprecedented. There has been no advance of a penny for thirty years, and tea men here seem to be puzzled as to the why and the wherefore. The commonest teas are selling in the neighborhood of a shilling, which is exorbitant. However, there it is, and if houses on this side have to buy at such prices they will no doubt have to advance prices. The excessive buying in London may be due to the approach of the budget and the possibility—we hardly regard it as a probability—of a further duty. It is possible that if no additional duty were put on the market it would decline, but this again depends upon whether or no Lloyd George's suggestion as to some sort of temperance measure goes through. There is a rumor that the Government may take control of the breweries, and that in such an event they would only sell light beer. Should this materialize—and we think it not unlikely—the consumption of teas will increase to a large extent, and prices, we imagine, would soar. And then we shall feel the effect of it here. The point about all this for the Canadian retailer is that the price of teas is about as low as it will be for some time. We make the statement without prejudice, because a prophet has to talk carefully these days. But that's what it looks like.

DRIED FRUITS.—The market is dull, and orders this last week on most lines have languished. Prunes are still being bought for futures, but there is little or nothing doing in spot stuff. Currants are somewhat easier in the primary market, and a cable received here from Greece offers Amalas at lower levels than have obtained for some time. There is little buying, however. Dried apricots are moving fairly well. Peaches are easier in the primary market, and there is a fair demand at 8c to 8½c. Dates are selling better. All orders are small, however.

Apricots—		
Standard, 25 lb. boxes	0 13	0 14
Choice, 25 lb. boxes	0 14	0 14½
Apples, evaporated, per lb.	0 07¼	0 08
Candied Peels—		
Lemon	0 13	0 14
Orange	0 13	0 14
Citron	0 19	0 22
Currants—		
Filiatras, per lb.	....	0 07½
Amalas, choicest, per lb.	0 08	0 08¼
Patras, per lb.	0 08¼	0 08½
Vostizzas, choice	0 09½	0 10
Cleaned, ½ cent more.		
Dates—		
Fards, choicest, 12-lb. boxes	0 09½	0 10
Fards, choicest, 60-lb. boxes	0 08	0 08½
Package dates	0 06	0 06½
Hallowees	0 07¼	0 07¾

Prunes—		
30-40s, California, 25 lb. boxes	0 14½	0 15
40-50s, 25 lb. boxes	0 12½	0 13½
50-60s, 25 lb. boxes	0 12	0 12½
60-70s, 50 lb. boxes	0 10½	0 11½
70-80s, 50 lb. boxes	0 09	0 09½
80-90s, 50 lb. boxes	0 08	0 08
90-100s, 50 lb. boxes	0 07½	0 08
25-lb. boxes, ½c more.		
Peaches—		
Choice, 50-lb. boxes	0 08	0 08½
25-lb. boxes ¼c more.		
Raisins—		
Sultanas, choice, new	0 12	0 13
Sultanas, fancy, new	0 14	0 16
Valencia	0 09½	0 10
Seeded, fancy, 1 lb. packets	....	0 10½
Seeded, choice, 1 lb. packets	0 09¾	0 10¾
Seeded, choice, 12 oz.	....	0 08
Seedless, 16 oz. packets	0 10½	0 11
Seedless, 12 oz. packets	....	0 10

NUTS.—Shelled walnuts at 38c to 40c find some business. We heard of a lot going at 36c, but 38c is a more likely general level. New Brazils are in fair demand. There is some buying of nuts for storage till October. General trade is slow. Where a man would buy a case a few months ago, a few pounds suffices now.

	Per lb.	
In Shell—		
Almonds, Tarragona	0 17½	0 18
Brazils, medium, new	0 10	0 11
Brazils, large, washed, new	0 12	0 13
Chestnuts, peck	1 75	2 00
Filberts, Sicily, new	0 13	0 14
Peanuts, Jumbos, roasted	0 12½	0 13½
Peanuts, hand-picked, roasted	0 11	0 11½
Peanuts, fancy, roasted	0 09	0 10
Pecans	0 17	0 18
Walnuts, Grenoble	....	0 16
Walnuts, Bordeaux	0 11	0 12
Walnuts, Marbots	0 13	0 14
Shelled—		
Almonds	0 37	0 40
Filberts	....	0 35
Peanuts	0 11	0 11½
Pecans	0 58	0 62
Walnuts	0 38	0 40

SPICES.—The market is strong and advancing. Peppers are exceptionally firm, and there may be a tie-up, owing to the lack of freights. White and black peppers seem especially difficult to get. There are few boats coming over from India, and what have been bought takes so long to get here that some of their usefulness has gone by the time they arrive. Spot peppers are 'way out of sight. Such shipments as get through to New York and Boston are snapped up in a moment. There is a shipment due in New York the beginning of next month, but it is only a drop in the bucket of demand. Price is prohibitive by the time it gets here. Fifteen cents in the States means about 18½c here. Cloves are in brisk demand. Ginger is firm. The range on spots and futures is wide and continuous.

Spices—	Compound, per lb.	Pure, per lb.
Allspices, ground	....—0 10	....—0 15
Allspices, whole	....—....	....—0 15
Cassia, whole	....—....	0 21—0 26
Cassia, ground	0 14—0 16	0 21—0 26
Cinnamon, Batavia	....—....	0 36—0 40
Cloves, whole	....—....	0 28—0 33
Cloves, ground	0 18—0 22	0 28—0 35
Cream of tartar	0 25—0 35	0 40—0 45
Curry powder	....—....	....—0 35
Ginger, Cochin	0 14—0 17	0 20—0 23
Ginger, Jamaica, ground	0 17—0 20	0 24—0 27
Ginger, Jamaica, whole	....—....	0 24—0 27
Ginger, African, ground	....—....	....—0 18
Mace	....—....	0 80—1 05
Nutmegs, brown, 64s, 52c; 80s, 42c; 100s	....—....	....—0 30
Nutmegs, ground, bulk, 45c; 1 lb. tins	....—....	....—0 50
Pastry spice	....—....	0 22—0 25
Peppers, black, ground	0 14—0 18	0 19—0 22
Peppers, black, whole	....—....	0 20—0 22
Peppers, white, ground	0 19—0 24	0 30—0 33
Peppers, white, whole	....—....	0 30—0 33
Pickling spice	....—....	....—0 15
Turmeric	....—....	0 18—0 20

MOLASSES AND SYRUPS.—Business is dull and buying is in small quantities. No sales of Barbadoes are reported yet in this market. A few lots of old Barbadoes are coming, and they are enough for what demand there is. Syrups are displaying some activity.

Syrups—	Per case.	
2 lb. tins, 2 doz. in case	....	2 65
5 lb. tins, 1 doz. in case	....	3 00
10 lb. tins, ½ doz. in case	....	2 90
20 lb. tins, ¼ doz. in case	....	2 85
Barrels, per lb.	....	0 03¾
Half barrels, lb.	....	0 04
Quarter barrels, lb.	....	0 04¼
Pails, 38½ lbs. each	....	1 95
Pails, 25 lbs. each	....	1 40
Molasses, per gallon—		
New Orleans, barrels	0 26	0 28
New Orleans, half-barrels	0 28	0 30
West Indies, half barrels	0 26	0 28
Barbadoes, fancy, barrels	0 46	0 48
Barbadoes, fancy, half-barrels	0 47	0 51
Maple Syrup—Pure—		
5 gallon cans, 1 to case	6 45	6 60
Gallons, 6 to case	6 60	8 00
½ gallons, 12 to case	6 95	7 25
Quarts, 24 to case, in glass	7 00	7 25
Pints, 24 to case	4 00	5 90
Maple Sugar—		
Pure, per lb.	....	0 12½
Maple Cream Sugar—		
24 twin bars	....	1 80
40 and 48 twin bars	3 60	4 85
Maple butter, lb. tins, dozen	....	1 30

COFFEE.—Maracaibo is slightly lower, and we quote 26c to 28c. There is a good deal of business at the lower price. The lower grades are moving up a cent and two cents. Rios and Santos are in big demand, and the market is advancing. The freight situation is affecting price somewhat. Supplies are small compared with demand. Situation is firm in the primary markets.

Coffee—		
Standard Old Govt. Java	0 36	0 38
Plantation Ceylon	0 32	0 34
Java	0 35	0 40
Arabian Mocha	0 34	0 37
Guatemala	....	0 30
Bucramanga	0 30	0 32
Mexican	0 30	0 32
Maricaibo	0 26	0 28
Jamaica	0 24	0 26
Santos	0 19	0 22
Rio	0 16	0 18
Chicory	....	0 14

RICE AND TAPIOCA.—The market is without feature, though steady. Tapiocas and sago are good sellers. There is the usual steady demand for rices. Patnas are strong.

Rice—		
Rangoon "B," per cwt.	....	3 48
Rangoon, per cwt.	3 50	4 00
Rangoon, fancy, per cwt.	....	5 00
Patna, fancy	0 07½	0 09
Tapioca—		
Pearl, per lb.	0 06	0 07½
Seed, per lb.	0 06	0 07½
Sago, brown, per lb.	....	0 05½

MANITOBA MARKETS.

Winnipeg, April 22.—Still business is reported rather quiet, only the retail trade is buying and dealers are still placing their orders in a conservative manner. Collections are reported satisfactory.

There is no startling feature to the market this week. Sugar is down somewhat. There has been some variation in dried fruit lines, and a slight advance is noted in tapioca. Rice is quoted a little lower on the local market. These prices are unusual. In beans it seems that a drop may be expected almost any time.

SUGAR.—Prices, as announced briefly last week, are down 15c for Eastern, quotations being $7.20 for the standard granulated. Raws sagged a little, yet local conditions have probably more to do with the decline than has the condition of the New York market. B. C. sugar is on a considerably lower basis, standard granulated being quoted at $6.75. Western Ontario sugar is on the basis of $7.10 per 100 lb. sacks.

	Per cwt. in sacks.
Sugar, Eastern—	
Stadard granulated	7 20
Extra ground or icing, boxes	8 05
Extra ground or icing, bbls.	7 85
Powdered, boxes	7 85
Powdered, bbls.	7 65
Hard lump (100-lb. cases)	8 15
Montreal yellow, bags	6 80
Sugar, Western Ontario—	
Sacks, per 100 lbs.	7 10
Halves, 0 lbs., per cwt.	6 10
Bales, 20 lbs., per cwt.	6 15
Powdered, barrels	6 40
Powdered, 50s	5 75
Powdered, 25s	7 05
Icing, barrels	6 95
Icing, 50s	7 10
Icing, 25s	7 10
Icing, pails	7 00
Cut loaf, barrels	6 80
Cut loaf, 50s	7 05
Cut loaf, 25s	7 30
Sugar, British Columbia—	
Extra standard granulated	6 75
Bar sugar, bbls.	7 20
Bar sugar, boxes	7 40
Icing sugar, bbls.	7 40
Icing sugar, boxes	7 60
H. P. lumps, 100-lb. cases	7 70
H. P. lumps, 25-lb. boxes	7 95
Yellow, in bags	6 35
Corn Syrup—	
2s, per case 2 doz.	2 73
5s, per case 1 doz.	3 13
10s, per case ½ doz.	3 01
20s, per case ¼ doz.	3 02
B. C. Cane Syrups—	
2-lb. tins, 2 doz. to case, per case	3 15
5-lb. tins, 1 doz. to case, per case	3 50
10-lb. tins, ½ doz. to case, per case	3 30
20-lb. tins, 3 tins to case, per case	3 25

(These prices prevail in Winnipeg, Calgary, Regina, Moose Jaw and Lethbridge. For Edmonton and Saskatoon they are 5c case higher.)

	Per gal.
Molasses—	
Barbadoes	0.53
New Orleans	0 34
Maple Syrups—	Per case.
Imperial quarts, case, 2 doz.	5 40
Imperial ½ gals., 1 doz.	5 55
New, pure, ½ gal. case	9 00
New, pure, ½ gal., quarts, case 2 doz.	9 70
New, pure, quart bottles, case 2 doz.	9 75

DRIED FRUITS.—In apricots there has been a slight change, choice 25's being quoted ¼c lower. It is expected, however, that there will be a general rise in apricots. This also is expected with regard to peaches. Standard 25's, indeed, have already advanced to 7¼c. Dealers might well note the difference in price of evaporated peaches and evaporated apples. Peaches at 7¼c and 8½c certainly look strange. It seems that these low prices for peaches cannot last much longer. Muscatel raisins are on a slightly higher basis: 3-crown loose, 25's now being quoted at 9c and 50's at 8¾c. Valencias, however, show a downward movement, fancy seeded, per lb., being quoted at 10⅞c.

Apples, evaporated, new, 50's	....	0 08½
Apricots, choice, 25's	....	0 13
Apricots, choice, 10's	....	0 13¾
Apricots, standard, 25's	....	0 12¾
Currants—		
Dry clean	....	0 08
Washed	....	0 08½
1 lb. package	....	0 08⅞
2 lb. package	....	0 17⅝
Vostizzas, bulk	....	0 10
Dates—		
Hallowee, loose, per lb.	....	0 09
Hallowee, 1 lb. pkgs.	....	0 07½
Fard dates, 12-lb. boxes	....	1 25
Peaches—		
Standard, 25-lb. boxes	....	0 07¼
Choice, 25-lb. boxes	....	0 07½
Choice, 10-lb. boxes	....	0 08½
Raisins, Muscatels—		
3 crown, loose, 25's	....	0 09
3 crown, loose, 50's	....	0 08¾
Raisins, Valencias—		
Fine selected	2 40	2 45
Four crown layers	....	2 45
Choice, seeded, lb.	....	0 11¼
Fancy seeded, lb.	....	0 11½
12-oz. packages, fancy	....	0 08⅞
12-oz. packages, choice	....	0 08¾
Raisins, Sultanas—		
Corinthian Giants	....	0 13¼
Superfine	....	0 12¾
Finest	....	0 10⅞
Fine	....	0 10¾

Prunes, in 25-lb. boxes—		
90 to 100		0 08¾
80 to 90		0 08¾
70 to 80		0 09¾
60 to 70		0 10
50 to 60		0 11
40 to 50		0 11⅜
Table Layer Figs—		
7-crown, 3-lb. boxes, per lb.		0 15½
6-crown, 10 lb. boxes, per lb.		0 13⅜
5-crown, 10-lb. boxes, per lb.		0 12½
4-crown, 10-lb. boxes, per lb.		0 11⅞
3-crown, 10-lb. boxes, per lb.		0 11⅞
Glove boxes, per doz.		1 70
Cooking figs, taps, about 25 lbs., lb..		0 05⅞
Cooking figs, choice naturals, 28-lb. bags, per lb.		0 05⅝

RICE AND TAPIOCA.—Compared with other markets, Winnipeg quotations have seemed so low that Canadian Grocer has received letters inquiring if there is not some mistake. Those inquiring, however, may rest assured that they could buy both rice and tapioca in Winnipeg at the quotations here given. That they will be able to do so long hardly seems likely. Peculiar local conditions have kept the market down, but these cannot exist very long. Siam rice has been put on a still lower basis this week, quotations now ranging from 3¾c to 3⅞c. Tapioca, on the other hand, has risen slightly, to 5c and 5¼c. Rice will likely hold at the present quotations for some little time. Tapioca, however, seems almost sure to rise still further. At the present prices, this is exceedingly good buying. It is expected that when the new goods come on the market, the minimum price asked will be 5⅜c.

Rice and Tapioca—		
No. 1 Japan, per lb.		0 05½
No. 2 Japan, per lb.	0 04¾	0 04⅝
Siam, per lb.	0 03¾	0 03⅞
Patna, per lb.	0 06¼	0 05¾
Carolina, per lb.		0 08½
Sago pearl, per lb.		0 04⅝
Tapioca, pearl, per lb.	0 05	0 05¼

NUTS.—There is a small demand for peanuts. Other lines somewhat quiet.

Nuts—	
Brazil, new stock	0 13
Tarragona almonds	0 19
Peanuts, roasted Jumbos	0 12¼
Peanuts, choice	0 10
Pecans	0 12
Marbot walnuts	0 12½
Grenoble walnuts	0 18
Sicily filberts	0 12¾
Almonds, unshelled	0 17
Shelled almonds	0 40
Shelled walnuts	0 32

BEANS.—The week has seen no change in prices. The drop in the East appears to have been checked to some extent, but when new arrivals are received, it sems likely that there will be a reduction in price of 3-lb. pickers if quality is satisfactory. The new figures will probably be about $3.50. This reduction, of course, will result from stocks, which have been held in reserve in the East, being brought upon the market. Hand-picked beans are hardly expected to decline, as the good grades of these are practically exhausted.

Beans—		
Canadian, hand-picked	3 85	3 95
3-lb. pickers		3 65
California Lima Beans—		
Bag lots		0 08¼
Less than bag lots		0 08¾
Barley—		
Pot, per sack, 96 lbs.		3 30
Pearl, per sack, 98 lbs.		4 30
Peas—		
Split peas, sack, 98 lbs.		6 00
Sack, 40's		3 02
Whole peas, bushel		2 90

TEAS AND COFFEES.—Little change here in any line. Teas, however, are strong.

	Per lb.	
Coffee—		
Rio, No. 5, green		0 16½
Rio, roasted		0 19½
Santos, green, No. 4		0 19¾
Santos, roasted	0 26	0 27¼
Chicory, per lb.	0 07	0 08
Teas—		
Japans—		
Choicest basket, fired	0 35	0 45
Choicest, pan fired	0 40	0 50
Very fine, pan fired	0 35	0 40
Medium, pan fired	0 30	0 35
India and Ceylon—		
Souchongs		0 30
Pekoe Souchongs		0 35
Broken orange and orange	0 40	0 50
China—		
Fine Keelum	0 50	0 60
Good Packlum		0 35

WINNIPEG.

FLOUR AND CEREAL.—Locally the market is quiet. There have been advances in the East on flour, following the rise in the price of wheat. Locally no such advance has been made, and it is learned that there will be no advances unless wheat continues to rise. If it goes over the $1.60 mark an upward movement will probably have to be made. This will be 20c per barrel .

In oats and oatmeal, too, there are no changes at the present time.

Manitoba Wheat Flour—	Per bbl.
Best patents	7 70
Second patents	7 40
Low grades	5 40
Rolled oats, 80's	3 50
Standard oatmeal, 96 lbs.	6 15
Cornmeal, 98's	3 50

WINNIPEG.

FISH.—As was stated likely last week a drop in price of fresh salmon and halibut has taken place, halibut now selling at 9c per lb. and salmon at 16c. These are the only changes noted. There is as yet no fresh lake fish, and will not be until well on in May. In this warm weather dealers are not anxious to handle frozen fish, the result being that the week has been a quiet one. There is not enough fresh fish to really take care of the trade, and other lines are almost unsalable. The market will be quiet apparently for two or three weeks.

Fish—	
New fresh jackfish	0 03¾
New tulibees	0 06
Fresh whitefish	0 08
Fresh pickerel	0 07½
Trout	0 10
Gold eyes	0 03½
Halibut	0 09
Frozen halibut	0 09
Salmon	0 16
Frozen salmon	0 10
Fresh cod	0 10
Fresh smelts	0 11
Oysters, per gal., Imperial	2 90
Carriers (4¼ Imperial gal.)	10 75
Shell oysters, per cwt.	1 75 1 85
Shell oysters, per bbl.	17 00
Haddies	0 09
Haddies, fillets	0 12½
Bloaters, box	1 50
Kippers, per box	1 75
Ocean herring, lb.	0 06

ALBERTA MARKETS.

(By Wire.)

Edmonton, Alta., April 22.—Rolled oats are fairly firm here, and trade is looking for increase in price of flour owing to high wheat market. There seems entire absence of speculation owing to the high prices. Stamp duty has caused considerable inconvenience which is natural until the trade gets used to it. Dried fruits and jam are in heavy consumption owing to absence of fresh fruit on the market. New cheese is quoted but there seems no great demand for it. Lard has advanced since week ago and evaporated apples and rice are also higher.

Produce and Provisions—		
Cheese, per lb., old	0 21	0 22½
Cheese, new, lb.	0 19	0 20
Butter, creamery, per lb.		0 39
Butter, dairy, No. 1, 29c; No. 2		0 25
Lard, pure, 3's, per case		8 55
Lard, pure, 5's, per case		8 50
Lard, pure, 10's, per case		8 40
Lard, pure, 20's, each		2 73
General—		
Beans, Ontario, per bushel	3 75	3 90
Beans, Japan, per bush.	3 90	4 00
Coffee, whole roasted, Rio		0 16
Evaporated apples, 60's	0 09	0 09½
Potatoes, per bush.	0 65	0 70
Rolled oats, 20's, 93c; 40's		1 83
Rolled oats, bail, $4; 80's		3 60
Flour, 98's	3 95	4 10
Rice, per cwt.		3 95
Sugar, standard gran., per cwt.	7 65	7 75
Sugar, yellow, per cwt.		7 25
Canned Goods—		
Apples, gals., case		1 50
Corn, standard, per two dozen	2 00	2 10
Peas, standard, 2 dozen		2 10
Plums, Lombard		2 20
Peaches		3 25
Strawberries, $1.45; raspberries		4 00
Tomatoes, standard, per dozen		2 50
Salmon, sockeye, 4 doz. talls, case, 1s		7 50
Cohoes, 1's, $5.75; humpbacks, 1's		4 35
Fruits—		
Lemons		4 00

BRITISH COLUMBIA MARKETS.

(By Wire.)

Vancouver, April 22.— Strictly fresh eggs are rather scarce; other varieties plentiful. New Zealand butter in cubes is up a cent and cheese has advanced half a cent. California strawberries are displaying fine quality and selling well at $2.50. Carlytton beans were received during the week. Lard is higher. Eggs, local, fresh, are 26c. There have been some minor changes in dried fruits.

PRODUCE AND PROVISIONS.	
Butter, creamery, per lb.	0 35
New Zealand cubes	0 36 0 37
New Zealand brick	0 36½
Cheese, per lb., large	0 21
EGGS—	
Local fresh	25 c
Extra selected	23 c
Vancouver Island	26 c
Lard, 3's, per case	$8 40
Lard, 5's, per case	8 32
Lard, 10's, per case	8 25
Lard, 20's, each	2 70
GENERAL.	
Almonds, shelled, lb.	0 45
Beans, Ontario, per lb.	05½c
Beans, Lytton	05¾c
Cream of tartar, lb.	50 c
Cocoanut, lb.	18½c
Cornmeal, bail	$3 00
Evap. Apples, 50's	08¾c
Flour, 49's, bbl.	8 55
Lemons, box	3 75 4 25
Potatoes, per ton	20 00
Rolled Oats, bail of 80 lbs.	3 85
Onions, lb.	02¼c
Oranges, box	2 75 3 00
Rice, 50's, sack	1 90
Sugar, standard, gran., per cwt.	7 45
Sugar, yellow, per cwt.	6 80
Walnuts, shelled, lb., 40c; Almonds	42 c
CANNED GOODS.	
Apples, gals. 6|case	$1 50
Beans, 2's	2 05
Corn, standard, per 2 dozen case	2 10
Peas, standard, per 2 dozen case	2 05
Plums, Lombard, 2's, case	2 60
Peaches, 2½'s, case	4 50
Strawberries and raspberries, 2's, case	4 80
Tomatoes, standard, per dozen, case	2 20
SALMON.	
Sockeye, 1's, 4 doz. case	$9 00
Sockeye, ½'s, 8 doz. case	10 75
Cohoes, 1's, 4 doz. case	4 75
Humpbacks, 1's, 4 doz. case	4 00
DRIED FRUITS.	
Apricots, per lb., 13½c; Apples, lb.	08¾c
Currants, per lb., 08½c; Raisins, seeded, lb.	10 c
Prunes, 70-80, 25's, lb.	09 c
Peaches, per lb.	07 c
White Figs, per lb.	06 c

NEW BRUNSWICK MARKETS.

(By Wire.)

St. John, N.B., April 22.—An increase in Manitoba flour of 40 cents is the chief feature of interest in the market this

week. Dealers are perplexed as to the future, some being inclined to the view that still higher quotings are coming, while others think it has reached the limit. Manitoba flour is now $9.05 and Ontario $8.50. Barrel beef is up to $26-$27. Domestic pork is higher at $25- to $27.50. Arrival of more beans has eased quotings. Yellow are now $3.70 to $3.75 and handpicked $3.45 to $3.50. Sugar is firmer with no change in prices. Creamery butter is firm at 31c to 32c. Supplies of dairy products are fair. Eggs are quite plentiful and business is fair generally.

Produce and Provisions—		
Bacon, breakfast, per lb.	0 20	0 23
Bacon, roll, per lb.	....	0 17
Beef, barrel	26 00	27 00
Beef, corned, 1's	2 75	3 35
Pork, American clear, per bbl.	25 00	26 00
Pork, domestic, per bbl.	25 00	27 50
Butter, dairy, per lb.	0 27	0 28
Butter, creamery, per lb.	0 31	0 32
Eggs	0 20	0 21
Lard, compound, per lb.	0 11¼	0 11½
Lard, pure, per lb.	0 13	0 13½
Cheese	0 20	0 21
Cheese, new	0 19½	0 20
Flour and Cereals—		
Cornmeal, gran.	....	5 75
Cornmeal, ordinary	....	1 85
Flour, Manitoba, per bbl.	....	9 05
Flour, Ontario	....	8 50
Rolled oats, per bbl.	....	8 00
Oatmeal, standard, per bbl.	....	8 60
Fresh Fruits and Vegetables—		
Lemons, Messina, box	....	7 60
Oranges, Val., case	4 00	5 50
Potatoes, bbl.	1 35	1 45
Sugar—		
Standard granulated	....	6 80
United Empire	....	6 70
Bright yellow	....	6 60
No. 1 yellow	....	6 30
Paris lumps	....	7 60
Lemons, Messina, box	....	....
Beans, hand-picked, bush.	3 45	3 50
Beans, yellow eyes, per bush.	3 70	3 75
Canned pork and beans, per case	2 60	2 90
Molasses, fancy, 44c; Barbadoes	0 39½	0 40
Cream of tartar, per lb., bulk	0 38	0 41
Currants, per lb.	0 08¾	0 09
Rice, per cwt.	4 50	4 75

Knowing the Wants of the Customer

A Farmer's Wife Who Couldn't Leave Her Grocer Because No One Else Would Know Her Requirements—Warm Fire in Winter Proves a Strong Magnet to Country Folk —Small Services That Pay.

THAT the little services to the farmer and his wife count a great deal in attracting them to one's store and holding their custom is the opinion of Stewart & Hucks, general merchants, of Harriston, Ont. Some of these services may at first glance be considered insignificant, and not sufficiently important for honorable mention. Nevertheless they serve their purpose by making the store inviting to the folks from the country.

"A warm fire," remarked Mr. Hucks of this firm, "during the winter months is one of the best advertisements we can have. We always try to keep the fire up well, and particularly on cold days; so our customers know that after a long drive they can come here and feel comfortable." This is just one example of the small services which Stewart & Hucks aim to render their customers. Mr. Stewart has been a resident of Harriston for more than 30 years, and has held a municipal office during all that time. Mr. Hucks has been with him for 20 years, so that they are well acquainted with the people, their likes and dislikes, and they are in a position to render them service which will hold their interest and custom.

"One day," said Mr. Hucks. "there was a woman from the country standing by the stove getting warm. While she was there several people came in and I waited on them, knowing that this woman wanted to give her order, and would not mind me waiting on the others before her. Sometime later her husband called to ask if she was ready. "No," was the remark, "I cannot get waited on here. I guess I shall have to go somewhere else." "No you won't" replied her husband, good naturedly, "and you know it. No other merchant of the town would know what to give you"—the wife acquiesced with a broad smile.

This is one example of the confidence this firm have created in the minds of their customers. In fact they know pretty exactly what staple lines the farmer's wife requires every Saturday.

Farmers in Good Shape.

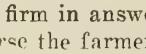
"Yes, the farmers of this district are in a pretty good situation," remarked a member of the firm in answer to a question. "Of course the farmers have little grain to sell. They are nearly all cattle men, so they feed it. Those who have grain these days are making extra good money. I heard of a case the other day, where oats in the bin, uncleaned, sold at 67c a bushel, and seed oats are a good deal higher than that again."

Some of the farmers of the district are buying feed for their stock, and of course they have to pay a pretty good price for it. Stewart & Hucks, sell flour and feed, as well as groceries and they secure a good bit of this trade. The farmers of course object to advances in prices and it is up to the members of the firm to satisfy them that their new prices are reasonable. They get over the point by stating that as everyone knows, wheat and oats are high, and so are cattle. When the farmer looks at the matter in this light, he usually places his order without more discussion.

Harriston has a population of some 1,800, so that the most of the trade comes from the country.

A Substantial Advance.

During the 20 years Stewart & Hucks have been in business, trade has increased greatly, and particularly has this been the case in the last five or six years. This demonstrates that the trade of the farming communities has been advancing, and shows that the farmer is the man to get after these days. "But you must remember," added Mr. Hucks, "that the advance in profits has not been keeping pace with the advance in turnover." This firm like the other merchants of the town secures benefit from the hog days every week, as well as from the monthly horse sales, etc. These special days bring a great many farmers to town and of course the more often they come the more they purchase.



Writing to The Canadian Grocer recently, W. A. Day, of Macleod, Alta., states: "You certainly have doped out the future of the markets in the past year in a fashion almost uncanny."

VERILY!

The hen that cackles loudest may
not lay the largest eggs;
The mule that kicks the hardest
may not have the longest legs;
The tree that is the tallest may not
bear the sweetest fruit;
And the girl that is the fairest may
not wear the smallest boot.
The man whose brow is highest
may not always know the
most;
The hero who is bravest may not
make the loudest boast;
The arm that is the strongest may
not have the farthest reach;
And the man who talks the longest
may not make the finest
speech.
The man who works the hardest
may not draw the highest pay;
The one with deepest knowledge
may not have the most to say;
But the man who is most modest
gets the last seat in the rear,
And the one who blows his bugle
is the one whom people hear.

Pineapples Selling Well

Fruit Deliveries Better; Lots of Stuff Coming—Root Vegetables Slow—Strawberries Decreased in Price—Good Business at Reduced Levels—Celeries, Asparagus, Mushrooms And Other Vegetables Lower—Opening of Navigation Has Good Effect.

MONTREAL.

FRUIT.—Navigation has opened locally, and this will have good effect on the fruit business with small towns on the St. Lawrence River. The most important change this week is in pineapples. Larger supplies were available, and prices dropped. Red Spanish are arriving ripe, and are worth 4.00; 3.50 is asked for Porto Ricos. Strawberries early this week were quoted 17c for boxes containing nearly a quart. The price is expected to be down to 12c by the end of the week. Cups containing a quart should be on the market now. Apples are quoted about the same, but oranges, for which there is still a good demand, are quoted a little higher, mostly for navels. There are few Floridas remaining. Bananas are going very well. As there were few ripe ones on the market last week, there was a brisk demand at 2.00 to 2.50. Cranberries are practically dead, and can hardly be given away. They sold at the auction last week at 40c for 4-gal. boxes, where they should have brought 2.00 to 2.50. There is a good demand for lemons, and they will go much better if the warm weather continues. Limes are arriving at 1.50 per box—the first of the season. Prices will be down to 1.25 by the time this reaches the reader.

Apples—		
Baldwins, No. 1, bbl.	....	3 75
Ben Davis, No 1, bbl.	....	4 00
Spies, No. 1, bbl.	....	4 50
Starks, No. 1	....	4 50
Russets, No. 1, bbl.	....	4 50
Fameuse, No. 1, bbl.	....	6 00
McIntosh Reds, No. 1, bbl.	....	6 00
No. 2 varieties, 50c to $1 less per barrel.		
Bananas, crate	2 00	2 25
Cocoanuts, sack	4 00	5 00
Cranberries, bbl.	....	5 00
Grapefruits case	2 00	2 50
Grapes, Belgium bothouse, lb.	1 00	1 25
Lemons—		
Messina Verdelli, extra fancy, 300 size	2 75	3 00
Limes, box	....	1 25
Oranges—		
Cal Navel, 126-150-176-200-216-250-288	....	3 00
Cal., 96-100 size box	....	3 00
Mexican, 126-150-176	2 25	2 50
Pineapples, 18-24 per crate	3 50	4 00
Strawberries, per box	....	0 12

VEGETABLES.—Biggest sales are of cabbage and potatoes. Old cabbage is bringing about 3.00 per bbl., the reason for the high price being that old cabbage are scarce, and have begun to get bad. New cabbage is down to 4.50 per crate, which is a substantial reduction. The price should be down considerably by Saturday. Wax beans and green beans, which took such a drop a week ago, went up again this week, and on Tuesday were being quoted at 9.00. They cannot remain at this price, however. A car of cauliflowers arrived from California this week, and this may be the last car until our own are on the market. Supplies will now be brought in in smaller quantities. Small cucumbers bring 1.50 per doz., and larger ones 2.00. Celery is down to 2.50 to 3.00 per crate, and is expected to drop again. Spanish onions are practically done. Sweet potatoes are up to $2.75.

Beets, new, doz.	1 00	1 25
Beets, bag	....	0 40
Beans, wax, basket	....	9 00
Beans, green, basket	....	9 00
Cabbage, per bbl.	2 50	3 00
Cabbage, red, per bbl.	....	1 50
Cabbage, new, bbl.	....	4 00
Carrots, bag	....	0 75
Carrots, new, doz.	1 00	1 25
Cauliflowers, Florida-Cal., doz.	2 50	3 00
Cucumbers, fancy, doz.	1 50	2 00
Celery, Florida	....	3 00
Horseradish, lb.	....	0 12½
Leeks, bunch	....	0 40
Head lettuce, per box, 2 doz.	....	1 75
Curly lettuce, per box, ¾ doz.	....	2 00
Mushrooms, 4 lbs., basket	....	2 25
Onions—		
Spanish, per case	....	5 50
Red, 100-lb. bags	1 75	2 00
Yellow, 100-lb. bag	1 75	2 00
Parsnips, bag	....	1 25
Parsley, Canadian, doz. bunches	....	0 35
Peppers, green, 3½-qt. basket	0 50	0 60
Potatoes—		
Montreal, bag	....	0 55
Green Mountain	....	0 65
New, bbl.	....	9 50
Potatoes, sweet, Jersey, bpr.	....	2 75
Radishes, doz.	0 35	0 50
Rhubarb, hothouse, doz.	0 75	1 25
Spinach, American, in bbls.	....	3 50
Turnips, bag	....	0 75
Tomatoes, Florida, crate	4 00	4 50
Tomatoes, Bahamas, crate	3 00	3 50
Watercress, American, doz.	0 75	0 90
Watercress, Canadian, doz.	....	0 50

TORONTO.

FRUIT AND VEGETABLES. — Grapes are virtually off the market now. Spies are up to $6 as an outside price, and there is lots of demand at that. Navels are higher by fifty cents. Demand is unabated. Lemons are cheaper; there is not much business in them right now. Pineapples are best seller at $4, which is 50 to 75 cents lower than heretofore. There are still a few Florida oranges, and tendency is upwards. We quote $2.25 for the lowest grades. Strawberries are moving better, and the price has been cut by some dealers in two. Good strawberries sell for twenty cents. Limes will be in this week. Bananas and cocoanuts show no price changes, but there is a firmness in the case of the former hitherto absent. Trade is keeping up well, and orders are growing in size and number too.

Apples—		
Wagners	....	2 75
Greenings	2 75	3 25
Baldwins	2 50	2 75
Spies	4 50	5 00
Seeks	2 25	2 50
Canada Reds	2 50	2 75
No. 2s, 40-50c less.		
Bananas, per bunch	1 40	1 75
Cocoanuts, sack	4 00	4 25
Grapes—		
Malaga, barrel	4 50	6 90
Malaga, fancy, barrel	5 00	6 00
Grapefruit	2 75	3 00
Oranges—		
Florida	2 25	2 50
California navels	2 50	2 75
Lemons, Messinas	3 00	3 50
Lemons, California	3 00	3 50
Limes, per 100	....	1 25
Pears—		
California, box	....	3 25
Canadian, late varieties	0 25	0 30
Pineapples, Porto Rico, case	4 75	5 00
Strawberries, qt. box	0 40	0 45

VEGETABLES.—Asparagus is coming in right along now, and there is good business at $4.50 as outside price, which is down from our last quotation. American beets are up fifteen cents to 90c. Cauliflower is practically done. There may be some around, but it isn't much, and demand is nil. Cucumbers move well at $2.25. Canadian onions are 'way up from recent levels at $2.50 to $2.75. Celery is a big seller at a long range of prices. There is much more being sold this year than heretofore. Mushrooms are more plentiful now, and we quote 60 to 70. There are some very fine ones still selling at 80 cents, but general price is around 65c. Florida tomatoes at $4.50 a crate are getting lots of business. Most root stuff doesn't seem to be selling at all. Tomatoes, cucumbers and the like are what people are calling for. Carrots, turnips and beets are nearly being given away.

Asparagus, case	4 50	5 00
Beets, Canadian, bag	0 30	0 40
Beets, American	....	0 75
Cabbage, Canadian, dozen	0 50	0 75
Carrots, bag	0 50	0 75
Carrots, American	....	0 75
Citrons, doz.	....	0 45

(Continued on page 41.)

Whitefish is the Leader

Montreal Has Some Lake-Caught Trout, but Toronto is Late on This Line—Oyster Trade Dull —Winkles, Little Necks, and Other Shell Fish Getting the Business —Lobster Lower in Quebec.

MONTREAL.

FISH AND OYSTERS.—Trade in general is quiet. As nearly all the rivers and lakes are free from ice now, fish is expected to be plentiful from now on. The season opens about two weeks earlier than usual. Owing to bad storms, Western fish is scarce, and there will be practically no Pacific halibut on the market this week. Fortunately, the Eastern fisheries have produced good quantities, and at fairly low prices. Haddock is not so plentiful. Some species of lake fish have appeared, such as whitefish and trout, prices of which are about 14-16c, which is stiff as usual on the opening of the season. Carp, perch and pike, and all river fish, are plentiful, and are selling low—5c to 6c per lb. There is usually a period in the spring when these fish arrive in large quantities, affecting prices. It is sometimes later than it is this year. Close season is on for dore until May 15, and for bass until June 15. Opening season for trout is May 1, and as this is an early spring, it is expected that the first shipment will arrive in good time. Some sales have been made at 30c. Visible stocks of imported herrings are getting low, and as a consequence prices have advanced about ten per cent. The impression among fish producers of the North Sea is that fishing will be stopped for a few months this year on account of the war. This will stiffen prices still more. Gaspereaux are coming in fairly well, and are selling in quantities at 2c apiece. Fishing of lobsters is improving, and prices have sagged a little —20c. The oyster trade, both bulk and shell, is quiet, and the demand decreasing as the warm season approaches. Prices remain about same.

TORONTO.

FISH AND OYSTERS.—Trade in this market has brightened up quite noticeably, and especially in the case of fresh fish it is good. Hotels and restaurants are buying more than ever before, notwithstanding the fact that it is questionable whether or not they are getting their customary visitors—especially the hotels. Fish is selling better to the general public, and retailers are buying from dealers in greater quantities than heretofore. Lake Erie fresh caught whitefish continues the leader in this market, and is selling for 15 cents. Some trout will be in the end of the week, but it isn't here yet. Good halibut and haddock and cod at average prices are getting the business. Lobster moves fairly well at 40 cents, which is high enough, because there is lots of it. Oysters are quiet. Winkles at $2 a bushel are selling, and little necks continue to be in good demand. Frozen stuff is about through now, because the season for fresh lines is early this year. Smoked haddie, herrings and ciscoes have their usual trade. Salmon snacks, a novelty introduced this winter, which has had a good sale, continues popular.

SMOKED FISH.

	Montreal	Toronto
Haddies, per lb., new cured	.07-.08	.10-.12
Haddies, 15-lb. and 30-lb. boxes, lb.	.07-.07½	.10-.12
Haddies, fillets, per lb.	.08	.12
Haddies, Niobe, boneless, per lb.	.08½	...
Herring, Ciscoe, per box	1.40	.12
St. John bloaters, 100 in box	110	1.20
Yarmouth bloaters, 60 in box	1.20	1.27
Smoked herrings, medium, box	.20	...
Smoked boneless herrings, 10-lb. box	1.10	...
Kippered herrings, selected, 60 in box	1.50	1.25-1.60
Smoked salmon, per lb.	.25	.23
Smoked halibut	...	.20

FROZEN FISH—SEA FISH.

	Montreal	Toronto
Salmon—		
Gaspe, large, per lb.	.15	.21
Red, steel beads, per lb.	.12	.12-.13
Red, sockeyes, per lb.	.12	.10
Red, Coboes or silvers, per lb.	.08-.08½	.10
Pale, qualla, dressed, per lb.	.07-.07½	.07½-.08
Halibut, white western, large and medium, per lb.	.07½-.08	.09
Halibut, eastern chicken, per lb.	.07½-.08	.10
Mackerel, bloater, per lb.	.07½-.08	.09
Haddock, medium and large, lb.	.03½-.04	.10-.12
Market codfish, per lb.	.03½	.04
Steak codfish, per lb.	.04-.04½	.10
Canadian soles, per lb.	.06	...
Blue fisb, per lb.	.15-.16	...
Smelts	.09	.18-.20
Herrings, per 100 count	3 00	....
Round pike	.05-.5½	....
Grass pike	.06	.06½

DRIED AND PREPARED FISH.

Dried codfisb, medium and small, 100 lb.	7 00	7 50
Dried bake, medium and large, 100 lb.	6 00	....
Dried pollock, medium and large, 100 lb.	6 00	....
Dressed or skinless codfish, 100-lb. case	7 25	8 00
Boneless codfisb, 2-lb. blocks, 20-lb. bxs., per lb.	0 06	0 08
Boneless codfisb, 2-lb. blocks, 20-lb. bxs., per lb.	0 07	0 07
Boneless codfish, strips, 20-lb. boxes	0 12	0 10
Sbredded codfish, 12-lb. boxes, 24 cartons, a box	1 80	1 80
Boneless codfish, in 2-lb. and 3-lb. boxes	0 15	0 15

BULK OYSTERS, CLAMS, ETC.

Standard, solid meats, gal.	1 70	1 75
Standard, bulk, gal.	1 40	1 40
Selects, per gal., solid meat	2 00	2 50
Best clams, imp. gallon	1 50	....
Best scollops, imp. gallon	2 00	2 25
Best prawns, imp. gallon	2 25	....
Best shrimps, imp. gallon	2 25	....
Sealed, best standards, qt. cans, each	0 40	....
Sealed, best select, quart cans, each	0 50	....

CLAMS, MUSSELS AND SHELL FISH, CRUSTACEANS, ETC.

Cape Cod shell oysters, per bbl.	8 00	....
Canadian cultivated oysters, bbl.	9 00	10 00
Clams, per bbl.	6 00	8 00
Live lobsters, small, lb.	0 15	0 40
Live lobsters, medium and large, lb.	0 23	....
Live lobsters, medium and large	0 25	....
Winkles, bush.	2 00	2 00
Little necks, per 100	1 25	1 50

FRESH SEA FISH.

	Montreal	Toronto
Halibut	9 —11	0 12
Haddock, fancy, express, lb.	4½— 5	0 08
Steak, cod, fancy express, lb.	6 — 7	0 10
Herrings, Gaspereaux	3	....
Flounders	6	0 14
Salmon, Western	0 32	0 30
Salmon, Eastern	0 55	....

FRESH LAKE FISH.

Carp, lb.	0 07	....
Pike, lb.	0 06	0 10
Perch, lb.	0 06	0 10
Suckers, lb.	0 05	0 07
Whitefish, lb.	....	0 15

FROZEN—LAKE AND RIVER.

White fish, large, per lb.	.08½-.09
White fish, small tulibees, per lb.	.06½-.06
Lake trout, large and medium, lb.	.09
Dore, dress or round, lb.	.08
Pike, dressed and headless, lb.	.06-.06½
Pike, round, per lb.	.05½-.06

	.09
	.07
	.12
	.09-.10
	.07
	.06-.07

PICKLED FISH.

Salmon, Labrador, tierces, 300 lb.	20 00	....
Salmon, Labrador, bbls., 200 lbs.	14 00	....
Salmon, Labrador, half bbls., 100 lbs.	7 50	....
Salmon, B.C., bbls.	13 00	14 00
Sea trout, Baffin's Bay, bbls., 200 lb.	12 00	....
Sea trout, Labrador, bbls., 200 lb.	12 00	....
Sea trout, Labrador, half bbls., 200 lb.	6 50	6 50
Mackerel, N.S., bbls., 200 lb.	12 00	....
Mackerel, N.S., half bbls., 100 lb.	7 00	....
Mackerel, N.S., pails, 20 lbs.	1 75	2 00
Herrings, Labrador, bbls.	6 00	6 25
Herrings, Labrador, half bbls.	3 25	3 25
Lake trout, 100-lb. kegs	6 00	6 00
Quebec sardines, bhls.	6 00	....
Quebec sardines, half bbls.	3 50	....
Tongues and sounds, per lb.	0 07½	....
Scotch berrings, imported, half bbls.	8 00	....
Holland herrings, imp'ted milkers, hf bbls	8 00	....
Holland herrings, imp'ted milkers, kegs.	0 95	0 75-1 00
Holland herrings, mixed, half bbls.	7 00	....
Holland herrings, mixed, kegs	0 85	0 70-0 95
Lochfyne herrings, box	1 35	....
Turbot, bbl.	14 00	....
Green cod, No. 1, bbl.	10 00	10 00
Green cod, No. 2, bbl.	8 50	8 50

In a letter from New York to The Canadian Grocer it is stated that the J. B. Greenhut business, which was reported in liquidation some days ago, would be reorganized. This letter states that they will continue on the business and will pay 100 cents on the dollar, and that the trouble was merely some readjustments that were of importance to the welfare of the business. The management have notified the buyers that employees have no need for worry about their positions.

Eggs Higher: Storing Begins

Advance of a Cent in Both Montreal and Toronto—Little Poultry Coming—Butter Firm, But New Make is Coming—New Cheese Slowly Filtering In—Cooked Meat in Demand.

MONTREAL.

PROVISIONS.—One or two advances have been made in prices. Breakfast bacon is now quoted at 20c—an advance of 1c, and small hams are up to 18c per lb., for which the demand is heavy. The provision situation is so mixed just now, it is hard to know just what to quote. Receipts are smaller

Hams—		
Small, per lb.		0 18
Large, per lb.		0 16
Backs—		
Plain, bone in		0 21
Boneless		0 23
Peameal		0 24
Bacon—		
Breakfast, per lb.		0 20
Roll		0 16
Shoulders, bone in		0 14
Shoulders, boneless		0 15
Cooked Meats—		
Hams, boiled, per lb.	0 24	0 25
Hams, roast, per lb.		0 28
Shoulders, boiled		0 25
Shoulders, roasted		0 26
Dry Salt Meats—		
Long clear bacon, 50-70 lbs.		0 15½
Long clear bacon, 80-100 lbs.		0 14½
Flanks, bone in, not smoked		0 15½
Barrelled Pork—	Per	bbl.
Heavy short cut mess		26 00
Heavy short cut clear		26 00
Clear fat backs		29 00
Clear pork		27 00
Lard, Pure—		
Tierces, 350 lbs. net		0 12¼
Tubs, 50 lbs., net		0 13
Boxes, 50 lbs., net		0 12½
Pails, wood, 20 lbs., gross		0 12¾
Pails, tin, 20 lbs., gross		0 12¾
Cases, 10 lbs. tins, 60 in case		0 13
Cases, 3 and 5-lb. tins, 60 in case		0 14¼
Bricks, 1 lb., each		0 14¾
Lard, Compound—		
Tierces, 375 lbs., net	0 09¾	0 10
Tubs, 50 lbs., net		0 10½
Boxes, 50 lbs., net		0 10¾
Pails, wood, 20 lbs., net		0 10¾
Pails, tin, 20 lbs., gross		0 10¾
Cases, 10-lb. tins, 60 in case		0 11½
Cases, 3 and 5-lb. tins, 60 in case		0 11½
Bricks, 1 lb., each		0 12½
Hogs—		
Dressed, abattoir killed	12 75	13 25

BUTTER.—We are just on the turn of the market, and by the time this reaches the grocery trade, there is little doubt that prices will be down about 2c per lb., with further drops to take place later. There has been nothing but American cheese offering during the past week, of which there was plenty. Had it not been for American butter, there would likely have been a pronounced scarcity.

Butter—		
Finest creamery		0 33
Dairy prints		0 28
Dairy, solids		0 26
Separator prints		0 26
Bakers'		0 24

CHEESE.—Large quantities of new cheese is being made, and already it is being exported. New make is bringing about 16½c in the country.

Cheese—		
Old make	0 18	0 19
New make	0 17½	0 18
Old specials, per lb.		0 20
Stilton	0 19	0 20

Eggs.—Prices were up 1c early this week on account of a falling off in receipts. The roads in the country have been in poor condition, supplies have been delayed. There will probably be a plethora next week, and lower prices naturally are expected. Dealers are paying as high as 20c in the country, which the trade considers too high. The right price, f.o.b. is around 18½—19c. The reason for higher prices is that small packers who have run short are offering more.

Eggs, case lots—		
New laids		0 23
Splits, new laid		0 20

POULTRY.—Few fowl are coming in, as they are laying eggs, and farmers are not anxious to sell. There is little demand for them, however. They are bringing 16 to 19c, the latter price for the larger ones. There is a good demand for fancy chickens, 19 to 25c dressed. There are few fancy crate fed chickens available, either live or dressed. The demand for live ducks is fairly good at 24 to 27c. Price on dressed turkeys continues high, with a moderate demand. There are few live turkeys offered, and only old gobblers are coming in. Squabs are selling for 50 to 60c per pair.

Fresh Stock—	Live.	Dressed.
Fowl, 5 lbs. and over	19	17—18
Fowl, small	16	14—16
Spring chicken		25
Turkeys, fancy		20—25
Ducks	27	16—18
Geese	13—15	15
Pigeons, pair		30—35
Squab pigeons, pair		50—60

TORONTO.

PROVISIONS.—Hams are all up half a cent from last week's levels, and so is bacon. Demand for bacons is brisk, particularly for breakfast bacon. Cooked meats are higher by one cent, and there is considerable demand. This is somewhat unusual at this season of the year, inasmuch as cooked meats are a summer line. But dealers are selling a lot of them. Lard remains firm, but no higher. Deliveries don't seem to be very heavy.

Hams—		
Light, per lb.	0 17½	0 18
Medium, per lb.	0 16½	0 17
Large, per lb.	0 15	0 15½
Backs—		
Plain, per lb.	0 20	0 21
Boneless, per lb.	0 23	0 24
Pea meal, per lb.	0 24	0 24
Bacon—		
Breakfast, per lb.	0 18½	0 22½
Roll, per lb.	0 14	0 15
Shoulders, per lb.	0 13½	0 14½
Pickled meats—1c less than smoked.		
Dry Salt Meats—		
Long clear bacon, light	0 13½	0 14
Cooked Meats—		
Hams, boiled, per lb.	0 23	0 24
Hams, roast, per lb.	0 24	0 25
Shoulders, boiled, per lb.	0 21	0 22
Shoulders, roast, per lb.	0 21	0 22
Barrelled Pork—		
Heavy mess pork, per bbl.	25 00	26 00
Short cut, per bbl.	26 00	27 00
Lard, Pure—		
Tierces, 400 lbs., per lb.	0 11¼	0 11¾
Tubs, 60 lbs.	0 12	0 13¼
Pails	0 12¼	0 12¾
Tins, 3 and 5 lbs., per lb.	0 13	0 13¼
Bricks, 1 lb., per lb.	0 13¼	0 13¾
Lard, Compound—		
Tierces, 400 lbs., per lb.	0 09	0 09½
Tubs, 50 lbs., per lb.	0 09¾	0 10
Pails, 20 lbs., per lb.	0 10	0 10¼
Hogs—		
F.O.B., live, per cwt.		7 45
Live, fed and watered, per cwt.		7 75
Dressed, per cwt.	10 00	10 50

BUTTER.—Creamery is a little easier and we quote 34 to 35 cents. New stuff is coming along now, but only slowly so far. Still the make is increasing, and fact of the importation of some storage butter from the States keeps price down. We quote most grades a cent lower this week. General feeling is that prices have been as high as they will be and as new make increases price will gradually shade. Demand is good, and but for the stop-gap in the shape of the American storage butter, supplies would be inadequate.

Butter—		
Creamery print, storage	0 32	0 33
Creamery prints, fresh made	0 34	0 35
Separator prints	0 27	0 28
Dairy prints, choice	0 26	0 27
Dairy, solids	0 22	0 24
Bakers	0 19	0 23

CHEESE.—New cheese is coming in right along now, and prices are down half a cent. It is none too plentiful yet though and we quote 17 to 17½ for large. Factories are opening all over the Province and are contributing their quota. As weeks go on prices must decline. They are regarded as high, and it is sure they cannot last long. American cheese is chiefly getting the export business, and we hear of considerable being bought for export. Old cheese is quoted at 19 cents; it is getting scarcer and will not come down much from that level.

Cheese—		
Old, large	0 19	0 19½
Old, twins	0 19¼	0 19¾
New, large	0 17	0 17½
New, twins	0 17¼	0 17¾

EGGS.—The heavy deliveries of eggs continue, but though there are lots coming they disappear quickly, owing to the fact that storing is going on on a large scale. Prices are up a cent this week, and demand is unabated. People are buying eggs in large quantities. It is said that some dealers are selling at a loss. Farmers' prices to them are too close to their own selling price to retailers, but if those prices were much higher American eggs could be shipped in and get the business. They have more eggs over the border than they know what to do with, and not enough facilities for storing.

Eggs—		
New laid, in cartons	0 23	0 24
New laid	0 21	0 22
Cracked eggs	0 18	0 19

POULTRY.—There is not much coming of any kind just now. Chicken is in good demand and fetches high prices, particularly live stuff. There is a good demand for frozen stuff. Turkeys drift in now and then but they are chiefly old gobblers at that. Prices are a matter of a man's conscience.

Fresh Stock—	Live.	Dressed.
Fowl	12—15	13—15
Spring chicken, lb.	12—16	15—18
Fancy, crate-fed chicken, 5 lbs.	16—18	18—20
Turkeys, fancy		20—24
Turkeys, old Tom	15—16	18—20
Ducks	12—14	15—17
Geese	10—12	10—13

SASKATCHEWAN MARKETS.

REGINA, April 12.—For the Province of Saskatchewan it is estimated that there will be an increase in the area sowed to wheat this year of three-quarters of a million acres over last season. Seeding began early and fifty per cent. of the wheat was reported to be in the ground by April 12. A field of wheat two inches high is reported from Gull Lake. Rain is required in some districts. Weather continues fine and warm. Markets show little change. Business shows improvement.

Produce and Provisions—		
Buttery, creamery, per lb.		0 35
Butter, dairy, No. 1		0 30
Cheese, per lb., large	0 20½	0 20¾
Eggs, new laids		0 20
Lard, 3's, per case		8 50
Lard, 5's, per case		8 45
Lard, 10's, per case		8 40
Lard, 20's, each		2 70
General—		
Beans, Ontario, per bushel		3 90
Coffee, whole roasted, Rio	0 17	0 17½
Cream of tartar, lb.		0 45
Cocoanut, lb.		0 19
Cornmeal, bail		2 70
Evap. apples, 50's		0 08½
Flour, 98's		3 95
Potatoes, Ont., bush.		0 78
Rolled oats, bail of 80 lbs.		3 50
Onions, Val.		5 00
Oysters, per gal.		2 50
Rice, per cwt.		3 90
Sugar, standard, grand., per cwt.		7 44
Sugar, yellow, per cwt.		7 04
Walnuts, shelled, .41; almonds		0 41
Canned Goods—		
Apples, gals., case		1 35
Broken beans, 2's		2 55
Beans		2 28
Corn, standard, per 2 dozen		2 28
Peas, standard, per 2 dozen		2 28
Plums, Lombard	2 15	2 28
Peaches		3 21
Strawberries, 4.33; Strawberries		4 73
Tomatoes, standard, per case	2 15	2 60
Salmon—		
Sockeye, 1's, 4 doz. case		9 85
Sockeye, ½'s		12 35
Coboes, 1's		6 00
Humpbacks, 1's		4 60
Fruits and Vegetables—		
Apples, fancy, box		1 40
Grapefruit, per crate		4 50
Sweet potatoes, per crate		4 50
Lemons		4 75
Oranges	3 25	4 00
Dried Fruits—		
Apricots, per lb.		0 12¾
Currants, per lb.		0 08¾
Prunes, 70-80, 25's, lb.		0 10½

WINNIPEG.

PRODUCE.—Business is somewhat quiet this week, a scarcity being noted in several lines. Cured meats remain at the present quotations. Lards also are steady, but remain firm. It seems likely there will be a strong market for two months, perhaps longer.

Cured Meats—	
Hams, per lb.	0 20
Shoulders, per lb.	0 15
Bacon, per lb.	0 25
Long clear, D.S., per lb.	0 14
Mess pork, bbl.	21 00
Lard—	
Tierces	13 00
Tubs	7 95
Pails	2 73
Cases, 5s	8 32
Cases, 3s	8 40

BUTTER.—The market is firm and rather bare, but the new make is expected shortly in large quantities, so that within two or three weeks a decline in prices is almost sure to be noted. Creameries are now running, but so far the local towns and cities are using up all the make. When milk becomes plentiful, however, this condition will change.

Butter—		
Creamery, Manitoba		0 35
Dairy	0 27	0 31
Cooking	0 22	0 23
Bricks, 1 lb., per lb.	0 13	0 13¼

CHEESE.—The situation here is same as for the past few weeks. Little new cheese is being made at present, but more will be produced shortly.

Cheese—		
New, large		0 20
New, twins	0 20½	0 21

EGGS.—Receipts are not as heavy as has been expected. The Middle West is shipping to the coast. Several cars even have gone West from Winnipeg. It is expected that there will be very heavy receipts in June and July, and that the low prices will then obtain. Financial conditions make this very probable. In the past a good many dealers have stored eggs, financing against warehouse receipts. This year they cannot get advances from the banks on this security, with the result that they are not going to be able to put the eggs in storage. This simply means that it will be necessary to make quick turnover of these June and July eggs, which seems certain to make low prices. On the other hand, meats are expected to be high, and eggs at the low prices will, therefore, be in big demand. This increased consumption will tend to steady prices. This week, eggs have strengthened somewhat on local market, being quoted from 18c to 20c.

Eggs, new laid, doz.	0 18	0 20

POULTRY.—The market is rather bare, and as the demand is considerable, prices are holding steady. Already there are indications that the various parts of Canada will see a heavier tourist trade this year than in the past. This is sure to make a good demand for poultry lines, and the prices will likely remain reasonably high.

Fresh Stock—		
Turkeys, per lb.	0 14	0 25
Ducks, per lb.	0 10	0 16
Chickens, per lb.	0 15	0 25
Geese, per lb.	0 15	0 17

FRUIT AND VEGETABLES.

(Continued from page 38.)

Cucumbers—		
Slicing, hothouse	2 25	2 75
Crate	4 00	4 50
Celery, California, case	5 00	6 00
Celery, Florida	2 25	3 00
Mushrooms, per lb.	0 60	0 70
Water cress, 11-qt. basket		0 50
Onions—		
Spanish, big crate	4 25	4 50
Can., 75-lb. bags	1 25	1 50
Can., 100-lb. sacks	2 50	2 75
Green peppers, basket		0 75
Potatoes, Delaware	0 65	0 70
Potatoes, Canadian, bag	0 60	0 65
Potatoes, Florida, new, bbl.		12 00
Parsley, basket, 11-qt.	0 30	0 35
Parsley, American		0 75
Pumpkins	0 10	0 20
Tomatoes, hothouse, lb.	0 25	0 30
Tomatoes, Florida, crate	4 00	4 50
Turnips, bag		0 30
Sweet potatoes, hamper		1 65
Lettuce, leaf	0 20	0 30
Lettuce, Boston, head, small	2 75	3 00
Parsnips, Canadian, bag	0 55	0 65
Persimmons, California, crate		2 50
Pommegranates, doz.		0 75
Pommegranates, crate	3 00	3 25
Rhubarb, hothouse	0 90	1 15

WINNIPEG.

FRUIT AND VEGETABLES.—An improvement in the demand for fruit lines is noted this week. Sales have been stimulated materially in the city, and in the country as well, by reason of the warm weather. No change in price, although oranges seem likely to go up in next few days.

Apples—		
Washington		1 60
Apples, bbls.	4 50	6 00
B. C., box apples		1 50
Cranberries, case		2 75
Bananas, lb.		0 04½
Grapes—		
Emperor, per keg		5 00
Almeria, keg		8 00
Grape fruit	3 25	4 00
Lemons—		
California		3 75
Oranges, California Navels	3 00	3 50

VEGETABLES.—Washington spinach is still moving well, and Washington rhubarb is getting cheaper every day, now being sold at $2.25 per 40-lb. crates. California celery is now off the market. Florida celery is here and is selling at $4 per crate—crates averaging around four dozen per case. California head lettuce is getting very near the end and sells at present at $1 per dozen. Onions continue their upward movement, California being strong at $3 per 100-lb. case, and Valencias at $6 per case. New potatoes have come on the market from Louisiana, selling at present at 8c per lb.

Celery, Florida (about 4 doz. to case)		4 00
Texas cabbages		0 04½
Cauliflour, per doz.		2 00
Head lettuce, California, per doz.		1 00
Leaf lettuce, doz.	0 45	0 50
Onions—		
California, 100-lb. sacks		3 00
Valencia, per case	5 50	6 00
Potatoes, new, Louisiana, per lb.		0 08
Parsley, per doz. bunches	0 40	0 50
Rhubarb, Washington, 40-lb. crate		2 25
Sweet potatoes, per lb.		0 06
Spinach, Washington, 20-lb. crate		1 75
Tomatoes, California, per case		6 00
Honey, comb, per case (24 sections)		5 50

STIRLING & YOUNG

General Brokers

27 Wellington St. E. TORONTO

Open to correspondence from Salmon and Fruit Packers.

Reference: Bank of Montreal.

Manitoba Flour Up 40 Cents

Two Advances of Twenty Cents in a Week — High Cost of Grain Solely Responsible —Unprecedented Levels on Exchanges—Flour Business Itself Quiet, But Prices Had to be Raised—Cereals Quiet—Mill Feeds Have Good Demand.

MONTREAL.

FLOUR.—Millers of spring wheat flour raised their prices 40c per barrel since last issue. This was expected in view of advances which have taken place recently in Manitoba wheat. Even at this price, millers state there is a loss on the manufactured article considering the price of wheat to-day. Despite this advance there has been no improvement in the demand, but if wheat continues to advance, and stocks continue to get lower, there will be a big demand before long. In a day or two, navigation will be in full swing, and the country roads will have improved sufficiently to allow traffic to resume. This should help business considerably. Prices now are: First patents, $8.20; seconds, $7.70, and strong clears, $7.50.

While market for winter wheat flour is much firmer on account of the high price of wheat, dealers are able to buy at same prices as quoted week ago. Grocers apparently do not realize yet that market is on the up grade, but they are bound to realize it sooner or later. American winter wheat flours are quoted at a much higher figure than those in Canada, prices in bond here being $7.60 for first patents, and $7.35 for 90 per cents. It would be necessary to put 65c on these prices to make them Montreal prices; thus they are much higher than those here. Stocks of winter wheat flour seem to be ample just now, and until a better demand is felt, it is not likely that changes in price will be made.

Manitoba Wheat Flour—	Per bbl. of 2 bags
First patents	8 20
Second patents	7 70
Strong bakers	7 50
Flour in cotton sacks, 10 cents per barrel more.	

Winter Wheat Flour—	Car lots.	Small lots.
Fancy patents	7 55	7 55
90 per cent., in wood	7 20	7 30
90 per cent. in bags	3 25	3 50

CEREALS.—On account of recent advance in oat market, a much firmer feeling prevails in market for rolled oats. Prices remain about same, but it is likely that an advance will be made if further advances take place in the oat market. The demand is not heavy, which should have the effect of holding prices down. Stocks in dealers' hands are ample.

	Per 98-lb. sack	
Cornmeal—		
Gold dust	2 50	2 55
Unbolted	....	2 25
Rolled Oats—	90's in jute.	
Small lots	3 45	....
25 bags or more	3 40	....
Packages, case	....	4 75
Rolled oats in cotton sacks, 5 cents more.		
Oatmeal—fine, standard and granulated, 10 per cent. over rolled oats in 90s, in jute.		

	100-lb. bbls.
Rolled Wheat—	
Small lots	3 90
Hominy, per 98-lb. sack	2 75
Corn flour, bag	3 05
Rye flour, bag	3 30
Barley, pot	2 70 2 75

FEEDS.—The demand for feeds is still small, only a hand-to-mouth business going on. Dealers are waiting until the grass grows, and are afraid to buy heavily at present prices. The big mills are still quoting $26 for bran, and $28 for shorts, although sales are being made at lower prices in car lots.

Mill Feeds—	Per ton
Bran	26 00
Shorts	28 00
Middlings	30 00
Wheat moulee	38 00
Feed flour, bag	2 55
Mixed chops, ton	41 00
Crushed oats, ton	43 00
Barley, pot, 98 lbs.	2 85
Oats, chop, ton	43 00
Barley chop, ton	37 00
Feed oats, cleaned, Manitoba, busb	0 76
Feed wheat, bag	2 35

TORONTO.

FLOUR.—Most mills have raised their prices by two jumps of 20 cents this week, though one big concern waited and put on the whole 40 cents at once. Reason for advance was the position of grain. Prices are away up. May wheat in Winnipeg at this writing is $1.61⅞ and in Chicago it is $1.64. These prices are recognized as abnormal, and are in consequence of statistical reports as to the amount of wheat there is in the country and the proportionately heavy demand. Britain is again in market and is making considerable purchases. There has been, too, a phenomenal advance in July wheat. In Chicago this had leaped from $1.24 to $1.39, and an advance of fifteen cents is significant. General opinion is that prices will go still higher, and there is ample reason for this hypothesis in the various more or less authentic reports as to crops present and future.

In view of this, a price of $8.30 on first patents is—according to millers—not high. If it were proportionate to present grain prices, they say it would be in the neighborhood of $8.60 and if business in flour bucks up at all we should see higher levels in flour. Business is slow, both domestic and export right now.

Manitoba Wheat Flour—	Small lots. per bbl.	Car lots. per bbl.
First patents	8 30	8 10
Second patents	7 80	7 60
Strong bakers	7 60	7 50
Flour in cotton sacks, 10c per bbl. more.		

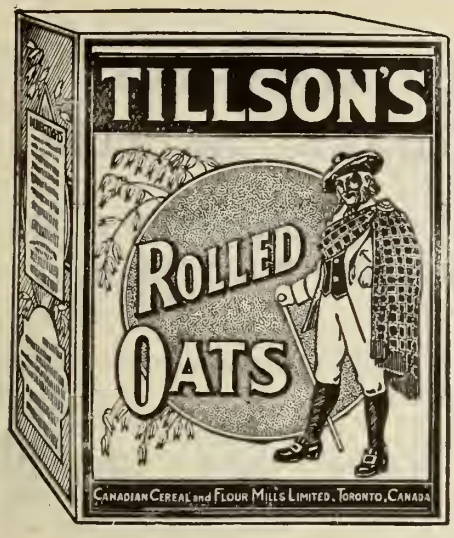
Winter Wheat Flour—	Small lots. per bbl.	Car lots. per bbl.
Fancy patents	7 90	7 90
90 per cent.	7 30	[illegible]
Straight roller	7 00	6 80
Blended flour	7 00	7 00

CEREALS.—Rolled oats are slow now, and business is difficult to get. Market was firm for so long that this is probably the other extreme. Even export business is practically nil, and domestic business less than that. Barley is moving best of any cereals, which isn't saying much. There is a tendency towards cheaper barley, particularly pot barley, but no concern has actually lowered prices though they talk of so doing.

Barley, pearl, 98 lbs.	....	5 00
Buckwheat grits, 98 lbs.	5 50	6 00
Corn flour, 98 lbs.	2 50	3 00
Cornmeal, yellow, 98 lbs.	2 55	2 65
Graham flour, 98 lbs.	3 00	3 30
Hominy, granulated, 98 lbs.	....	3 00
Hominy, pearl, 98 lbs.	....	3 00
Oatmeal, standard, 98 lbs.	....	3 92½
Oatmeal, granulated, 98 lbs.	....	3 92½
Peas, Canadian, boiling, bush.	2 90	3 00
Peas, split, 98 lbs.	....	5 00
Rolled oats, 90-lb. bags	3 55	3 75
Rolled wheat, 100-lb. bbl.	3 75	4 00
Rye flour, 98 lbs.	....	3 00
Whole wheat flour, 98 lbs.	3 75	4 00
Wheatlets, 98 lbs.	3 75	4 00

MILL FEEDS.—There is a good deal of strength to the feed market and bran in particular is in big demand. All feeds are scarce, and market is strong always in the spring, before the beasts are put out. Buyers must be short stocked, because prices would ordinarily be regarded as prohibitive, but they don't seem to daunt possible purchasers. Business is good, at levels which obtained last week.

Mill Feeds—	Mixed cars, per ton	
Bran	25 00	27 00
Shorts	28 00	29 00
Middlings	30 00	32 00
Wheat moulee	....	30 00
Feed flour, per bag	1 85	1 90
Oats—		
No. 3, Ontario, outside points	0 85	0 86
No. 3, C.W., bay ports	....	0 00



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TORONTO

If you are not selling large quantities of the 1914 pack of

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In other words, getting your share of the business—it may be due to one or both of the following reasons:—

Either your price is too high, or you are not making the display of HAWAIIAN PINEAPPLE which it deserves.

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The packers are vieing with each other to put it in your hands at such prices that you can sell it as a daily household necessity and not as a luxury. A full display in your store with prominent and attractive window display will mean large sales with satisfactory profits, and start a steady trade for staple goods. Try it.

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SPACE IN THIS DEPARTMENT IS $56 PER INCH PER YEAR

BAKING POWDER.

WHITE SWAN SPICES AND CEREALS, LTD.

	Per doz.
5c Tins, 4 doz., to case, weight 10 lbs.	$0 40
4 oz. Tins, 4 doz. to case, weight 20 lbs.	65
6 oz. Tins, 4 doz. to case, weight 25 lbs.	90
8 oz. Tins, 4 doz. to case, weight 35 lbs.	1 30
12 oz. Tins, 4 doz. to case, weight 48 lbs.	1 60
16 oz. Tins, 4 doz. to case, weight 70 lbs.	2 25
3 lb. Tins, 2 doz., to case, weight 85 lbs.	5 00
5 lb. Tins, 1 doz. to case, weight 80 lbs.	9 50

COOK'S FRIEND BAKING POWDER.

W. D. McLaren, Limited.

In Cartons—	Per doz.
No. 1 (25c size), 4 doz. cs.	$ 2 25
No. 1 (25c size), 2 doz. cs.	2 30
No. 10 (20c size), 4 doz. cs.	1 80
No. 10 (20c size), 2 doz. cs.	1 85
No. 8 (15c size), 4 doz. cs.	1 30
No. 2 (10c size), 6 doz. cs.	0 80
No. 2 (10c size), 3 doz. cs.	0 85
No. 3 (5c size), 4 doz. cs.	0 45

Also in tins. Prices on application.

ROYAL BAKING POWDER.

Size	Less than 10 case lots Per doz.	Bbl. lots or 10 cases and over Per doz.
Dime	$ .95	$ .90
4-oz.	1.40	1.35
6-oz.	1.95	1.90
8-oz	2.55	2.50
12-oz.	3.85	3.75
16-oz.	4.90	4.80
2½-lb.	11.60	11.35
3-lb.	13.60	13.35
5-lb.	22.35	21.00

Barrels—when packed in barrels one per cent. discount will be allowed.

FOREST CITY BAKING POWDER.

6-oz. tins	$0 75
12-oz. tins	1 25
16-oz. tins	1 75

BLUE.

Keen's Oxford, per lb.	$0 17
In 10-lb. lots or case	0 16

COUPON BOOKS — ALLISON'S.

For sale in Canada by The Eby-Blain Co., Ltd., Toronto; C. O. Beauchemin & Fils, Montreal. $2, $3, $5, $10, $15 and $20. All same price, one size or assorted.

UN-NUMBERED.

100 books and over, each	0 03½
500 books to 1,000 books	0 03

For numbering cover and each coupon, extra per book, ½ cent.

CEREALS.

WHITE SWAN	Per case
Biscuit Flour (Self-rising), 2 doz. to case, weight 70 lbs.	$3 00
Buckwheat Flour (Self-rising), 3 doz. to case, weight 70 lbs.	3 00
Pancake Flour (Self-rising), 3 doz. to case, weight 70 lbs.	3 00
Breakfast Food, 2 doz. to case, weight 85 lbs.	4 50
King's Food, 2 doz. to case, weight 95 lbs.	5 50
Wheat Kernels, 2 doz. to case, weight 65 lbs.	3 75
Barley Crisps, 3 doz. to case, weight 50 lbs.	3 00
Flaked Rice, 3 doz. to case, weight 50 lbs.	3 00
Flaked Peas, 3 doz. to case, weight 50 lbs.	3 60

DOMINION CANNERS, LIMITED.

Aylmer Pure Jams, 16 oz. Jars.

	Per doz.
Strawberry, 1914 pack	$2 20
Raspberry, red, heavy syrup	2 10
Black Currant	2 10
Red Currant	2 10
Peaches	2 10
Pear, Bart.	2 10

Aylmer Pure Jellies.

Red Currant	2 10
Black Currant	2 10
Crabapple	1 45
Raspberry and red currant	2 10
Raspberry and gooseberry	2 10
Plum jam	1 85
Green Gage plum stoneless	1 85
Gooseberry	1 85
Grape	1 85

Aylmer Marmalade

Orange Jelly	1 60
Lemon	1 60
Pineapple	1 90
Ginger	2 25

Aylmer Pure Preserves—Bulk

	5 lbs.	7 lbs.
Strawberry	0 72	1 00
Black currant	0 65	0 85
Raspberry	0 65	0 85

Aylmer 14's and 30's per lb.

Strawberry	0 14
Raspberry	0 14

COCOA AND CHOCOLATE.

THE COWAN CO., LTD.

Cocoa—	
Perfection, 1-lb. tins, doz.	4 50
Perfection, ½-lb. tins, doz.	2 40
Perfection, ¼-lb. tins, doz.	1 25
Perfection, 10c size, doz.	0 90
Perfection, 5-lb. tins, per lb.	0 35
Soluble bulk, No. 1, lb.	0 20
Soluble bulk, No. 2, lb.	0 18
London Pearl, per lb.	0 22

Special quotations for Cocoa in barrels, kegs, etc.

(Unsweetened Chocolate).

Supreme chocolate, ½'s, 12-lb. boxes, per lb.	0 35
Perfection chocolate, 20c size, 2 doz. in box, doz.	1 80
Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz.	0 90
Sweet Chocolate—	Per lb.
Queen's Dessert, ¼'s and ½'s, 12-lb. boxes	0 40
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, ¼-lb., 6 and 12-lb. boxes	0 35

Most Women Vote for Knox Gelatine

A leading magazine recently asked a number of women living in different parts of the United States to tell what make of gelatine they use; 129 out of 208 named **KNOX GELATINE** and the next favorite had only 38 users. Think this over. It means that most **women prefer KNOX GELATINE,** consequently **KNOX GELATINE is easiest to sell** and most certain to give your customers entire satisfaction. The great popularity of **KNOX GELATINE** is due to a combination of Purity, Quality and Big Moneysworth, backed up by persistent **advertising.**

KNOX GELATINE pays a splendid profit per package, and we find that most grocers prefer to push its sale.

"Make Knox Your Gelatine Leader"

CHARLES B. KNOX COMPANY - - - Johnstown, N.Y.

Branch Factory:—Montreal, Canada

Every shred of "Orinoco" is from the finest sun-dried Virginia Leaf

Fill up your own pipe, Mr. Dealer, if you're a smoker, and test out this famous Tuckett leader. You'll appreciate the delightfully fragrant, mild, cool smoke, and you, like the true tobacco users, will want to tell your smoker friends about it.

Why not write to your wholesaler now and get a trial shipment of "Tuckett's Orinoco" and its allies, "Tuckett's Myrtle Cut" and "Tuckett's Our Seal"—the three all 'round satisfying lines?

Your wholesaler has them.

TUCKETT LIMITED

Hamilton, Ontario

Summertime is Salad Time

and any woman will tell you that the making of the dressing is the most difficult operation in the preparation of a salad.

Many a salad is ruined by the use of improperly made dressing, but there is never a failure when

Pure Gold Salad Dressing Powder

is used. It eliminates all chances of a poor dressing, is delightfully piquant in flavor, appetizing and rich.

Pure Gold Salad Dressing Powder, like all Pure Gold products, is absolutely pure, made from the finest ingredients and processed carefully.

It is easy to prepare and as sure as the sun in results

Increase your sales of fruits, meats, canned salmon, chicken, lobster, etc., by suggesting Pure Gold Salad Dressing Powder in your counter and window trims of these goods.

Get ready for Summer and picnic time. Order your stock now.

The Pure Gold Mfg. Co. Limited, Toronto

Diamond, 8's, 6 and 12-lb. boxes	0 29
Diamond, 6's and 7's, 6 and 12-lb. boxes	0 26
Diamond, ¼'s, 6 and 12-lb. boxes	0 27
Icings for Cake—	
Chocolate, white, pink, lemon, orange, maple, almond, cocoanut, cream, in ½-lb. packages, 2 doz. in box, per doz.	1 00
Chocolate Confections	Per lb.
Maple buds, 5-lb. boxes	0 37
Milk medallions, 5-lb. boxes	0 37
Chocolate wafers, No. 1, 5-lb. boxes	0 31
Chocolate wafers, No. 2, 5-lb. boxes	0 26
Nonpareil wafers, No. 1, 5-lb. boxes	0 31
Nonpareil wafers, No. 2, 5-lb. boxes	0 26
Chocolate ginger, 5-lb. boxes	0 31
Milk chocolate wafers, 5-lb. boxes	0 37
Coffee drops, 5-lb. boxes	0 37
Lunch bars, 5-lb. boxes	0 37
Milk chocolate, 5c bundles, 3 doz. in box, per box	1 36
Royal Milk Chocolate, 5c cakes, 2 doz. in box, per box	0 85
Nut milk chocolate, ½'s, 6-lb. boxes, lb.	0 37
Nut milk chocolate, ¼'s, 6-lb. boxes, lb.	0 37
Nut milk chocolate, 5c bars, 24 bars, per box	0 85
Almond nut bars, 24 bars, per box	0 85

JOHN P. MOTT & CO.'S.

Miss N. Estabrook, St. John, N. B.; J. A. Taylor, Montreal; P. O.; F. M. Hannum, Ottawa, Ont.; Jos. E. Huxley & Co., Winnipeg, Man.; Tees & Persse, Calgary, Alta.; Russell, Johnson, Edmonton; D. M. Doherty & Co., Vancouver and Victoria.

Elite, 10c size (for cooking) doz	0 90
Mott's breakfast cocoa, 2-doz. 10c size, per doz.	0 85
Nut milk bars, 2 dozen in box	0 80
Breakfast cocoa, ¼'s and ½'s	0 36
No. 1 chocolate	0 30
Navy chocolate, ½'s	0 26
Vanilla sticks, per gr.	1 00
Diamond chocolate, ½'s	0 24
Plain choice chocolate liquors	20 30
Sweet chocolate coatings	0 20

CONDENSED AND EVAPORATED MILK.

BORDEN MILK CO., LTD.

East of Fort William, Ont.

Preserved	Per case
Eagle Brand, each, 4 doz.	$6 25
Reindeer Brand, each, 4 doz.	6 25
Silver Cow Brand, each 4 doz.	5 75
Gold Seal Brand, each, 4 doz.	5 60
Mayflower Brand, each 4 doz.	5 60
Purity Brand, each 4 doz.	5 60
Challenge Brand, each 4 doz.	4 85
Clover Brand, each 4 doz.	4 85
Evaporated (Unsweetened)—	
St. Charles Brand, small, each 4 doz.	2 00
Peerless Brand, small, each 4 doz.	2 00
St. Charles Brand, Family, each 4 doz.	3 90
Peerless Brand, Family, each 4 doz.	3 90
Jersey Brand, Family, each, 4 doz.	3 90
St. Charles Brand, tall, each 4 doz.	4 50
Peerless Brand, tall, each, 4 doz.	4 50
Jersey Brand, tall, each, 4 doz.	4 50
St. Charles Brand, Hotel, each, 2 doz.	4 25
Peerless Brand, Hotel, each, 2 doz.	4 25
Jersey Brand, Hotel, each, 2 doz.	4 25
St. Charles Brand, gallons, each, ½ doz.	4 75
"Reindeer" Coffee and Milk, "large," each, 2 doz.	4 80
"Reindeer" Coffee and Milk, "small," each, 4 doz.	5 50
"Regal" Coffee and Milk, each, 2 doz.	4 50
"Reindeer" Cocoa and Milk, each, 2 doz.	4 80

COFFEE.

WHITE SWAN SPICES AND CEREALS, LTD.

WHITE SWAN.

1 lb. tins, 4 doz. to case, weight 80 lbs.	36
1 lb. tins, 2 doz. to case, weight 35 lbs.	
Add one-half cent per pound to the above.	

ENGLISH BREAKFAST COFFEE.

½ lb. tins, 2 doz. to case, weight 22 lbs.	22
1 lb. tins, 2 doz. to case, weight 40 lbs.	20

MOJA.

½ lb. tins, 2 doz. to case, weight 22 lbs.	32
1 lb. tins, 2 doz. to case, weight 40 lbs.	30
2 lb. tins, 1 doz. to case, weight 40 lbs.	30

PRESENTATION COFFEE.

A Handsome Tumbler in Each Tin.

1 lb. tins, 2 doz. to case, per lb.	27
Shipping weight, 50 lbs. per case.	

MINTO BROS.

MELAGAMA COFFEE.

	Whol.	Ret'l.
1s, 1½s, Grd.	25	30
1s, 1½s, B. & G.	32	40
1s only, B. & G.	35	45
1s, ½s, B. & G.	38	50

Packed in 30 and 50-lb. cases. Terms net 30 days prepaid.

MINTO COFFEE (Bulk).

M. Bean or Gr.	38
I Bean or Gr.	35
N Bean or Gr.	32
T Bean or Gr.	30
O Bean or Gr.	28
Spec. Grd. Compound	25

Packed in 25 and 50-lb. tins.

FLAVORING EXTRACTS.

WHITE SWAN FLAVORING EXTRACTS—ALL FLAVORS.

1 oz. bottles, per doz., weight 3 lbs.	$ 1 05
2 oz. bottles, per doz., weight 4 lbs.	2 00
2½ oz. bottles, per doz., weight 6 lbs.	2 30
4 oz. bottles, per doz., weight 7 lbs.	3 50
8 oz. bottles, per doz., weight 14 lbs.	6 50
16 oz. bottles, per doz., weight 23 lbs.	12 00
32 oz. bottles, per doz., weight 40 lbs.	22 00
Bulk, per gallon, weight 16 lbs.	10 00

CRESCENT MFG. CO.

CRESCENT MAPLEINE.

Special Delivered Price for Canada.

	Per doz.
1½-oz. (4 doz. case), weight 9 lbs., retail each 15c.	$ 1 40
1 oz. (4 doz. case), weight 14 lbs., retail each 30c.	2 55
2 oz. (3 doz. case), weight 15 lbs., retail each 50c.	4 40
4 oz. (2 doz. case), weight 17 lbs., retail each 90c.	7 00
8 oz. (1 doz. case), weight 17 lbs., retail each $1.50.	13 00
Pint (1 doz. case), weight 29 lbs., retail each $3.	25 00
Quart (1 doz. case), weight 53 lbs., retail each $5.50.	47 75
Gallons, each, retail each $20	17 15

All the Goodness of California's sunshine
is contained in a package of

Griffin's Seedless Raisins

Recommend them to your customers

"Just pure Coffee, refined like sugar. Use it as you do sugar,—¾ of a teaspoonful to a cup and pour on boiling water. Sugar and cream to taste—dissolves instantly—no sediment—the flavor is always perfect—you control the strength. Sold *only* in air-tight tins. A child can make as good coffee as a chef with

Washington's INSTANT Coffee

Now You Can Drink All The Coffee You Want

FOR SALE BY

Canadian Wholesale Grocers

Made in the cup at the table

G. WASHINGTON COFFEE SALES CO., 79 Wall St., New York

Write for literature telling of Mr. Washington's Wonderful Refining Process, which gives us this 100% Pure Refined Coffee.

Canadian Sales Agent:

Edmund Littler
169 William Street
MONTREAL, CANADA

Furnivall's FINE FRUIT PURE JAM

—the very thought of it calls up immediately your best customers, critical perhaps, but who usually get the choicest in everything else—and naturally prefer Furnivall's—the fine fruit Jam of delectable flavor.

Speak to your wholesaler to-day.

Furnivall-New
LIMITED
Hamilton, Ont.

Agents :—Halifax, B. C. Woodworth, 533 Robie St.; St. John, N.B., W. W. Chase, 79 Paradise Row; Montreal, W. S. Silcock; Ottawa, L. T. White; Toronto, Dunn-Hortop Co.; Fort William, W. F. Elliott; Winnipeg, H. P. Pennock & Co., Ltd.; Edmonton, Alta., Central Brokerage Co.; Calgary, Jackson's, Ltd.; Hamilton, Ont., Grocers' Specialty Co.; Sydney, N.S., A. E. Shepherd.

"Made in Canada"

Brooms of Quality

to introduce our

CANADA LINE

Please note the following

Special Prices

Sample Order Solicited

Fine Polished Colored Handles

No. 1	CANADA,	5	stg. - -	$4.50
" 2	"	4	" - -	4.00
" 3	"	4	" - -	3.75

6-doz. Lots and up delivered (Ontario)

Walter Woods & Co.
HAMILTON

BOAR'S HEAD LARD COMPOUND.

N. K. FAIRBANK CO., LTD.

Tierces	0 10¼
Tubs, 60 lbs.	0 10½
Palls, 20 lbs.	0 10¾
Tins, 20 lbs.	0 10¾
Cases, 3 lbs., 20 to case	0 11¼
Cases, 5 lbs., 12 to case	0 11½
Cases, 10 lbs., 6 to case	0 11

F.O.B. Montreal.

MUSTARD.

COLMAN'S OR KEEN'S.

	Per doz. tins
D. S. F., ¼-lb.	$1 50
D. S. F., ½-lb.	2 68
D. S. F., 1-lb.	5 36
F. D., ¼-lb.	0 95
F. D., ½-lb.	1 63
	Per jar
Durham, 4-lb. jar	0 87
Durham, 1-lb. jar	0 28

JELLY POWDERS.

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan, 15 flavors, 1 doz. in handsome counter carton, per doz. $ 0 90

List Price.

JELL-O.

Assorted case, contains 2 doz. 1 80

Straight.

Lemon, contains 2 doz.	1 80
Orange, contains 2 doz.	1 80
Raspberry, contains 2 doz.	1 80
Strawberry, contains 2 doz.	1 80
Chocolate, contains 2 doz.	1 50
Cherry, contains 2 doz.	1 80
Peach, contains 2 doz.	1 80

Weight, 8 lbs. to case, Freight rate, 2nd class.

JELL-O ICE CREAM POWDER.

Assorted case, contains 2 doz. 2 50

Straight.

Chocolate contains 2 doz.	2 50
Vanilla contains 2 doz.	2 50
Strawberry contains 2 doz.	2 50
Lemon contains 2 doz.	2 50
Unflavored contains 2 doz.	2 50

Weight, 11 lbs. to case. Freight rate, 2nd class.

SOAP AND WASHING POWDERS.

SNAP HAND CLEANER.

3 dozen to box	3 60
6 dozen to box	7 20

30 days.

RICHARDS' PURE SOAP.

Richards' Quick Naptha Soap. Packed 100 bars to case. 5-case lots (delivered), $4.15 each with 20 bars of Quick Naptha as a free premium.

FELS NAPTHA.

Prices—Ontario and Quebec:

Less than 5 cases	$5 90
Five cases or more	4 95

WHITE SWAN LYE.

Single cases, 4 doz.	$3 50
5 case lots, 4 doz.	3 35

Shipping weight 50 lbs. per case.

THE CANADA STARCH CO., LTD., EDWARDSBURG BRANDS and BRANTFORD BRANDS.

Laundry Starches—

Boxes.	Cents
40 lbs., Canada Laundry	.06¼
40 lbs., boxes Canada white gloss, 1 lb. pkg.	.06¾
48 lbs. No. 1 white or blue, 4 lb. cartons	.07¼
48 lbs. No. 1 white or blue, 3 lb. cartons	.07¼
100 lbs., kegs, No. 1 white.	.06¾
200 lbs., bbls., No. 1 white.	.06¾
30 lbs., Edwardsburg silver gloss, 1 lb. chrome pkgs.	.07¾
48 lbs. silver gloss, in 6-lb. tin canisters	.08¼
36 lbs., silver gloss 6-lb. draw lid boxes	.08¼
100 lbs., kegs, silver gloss, large crystals	.07¼
28 lbs., Benson's Satin, 1-lb. cartons, chrome label	.07½
40 lbs., Benson's Enamel (cold water), per case	3 00
20 lbs., Benson's Enamel (cold water), per case	1 50
Celluloid—boxes containing 45 cartons, per case	3 60

Culinary Starch.

40 lbs. W. T. Benson & Co.'s prepared corn	.07¾
40 lbs. Canada pure corn starch	.06½

(120-lb. boxes ¼c higher.)

Casco Potato Flour, 20-lb. boxes, per lb.	.10

BRANTFORD STARCH.

Ontario and Quebec.

Laundry Starches—

Canada Laundry—

Boxes about 40 lbs.	.06

Acme Gloss Starch—

1-lb. cartons, boxes of 40 lbs.	.06¾

First Quality White Laundry—

3-lb. canisters, cs. of 48 lbs.	.07¼
Barrels, 200 lbs.	.06¾
Kegs, 100 lbs.	.06¾

Lily White Gloss—

1-lb. fancy cartons cases 30 lbs.	.07¾
8 in case	.08
6-lb. toy trunks, lock and key, 6-lb. toy drum, with drumsticks, 8 in case	.08¼
Kegs extra large crystals, 100 lbs.	.07¼

Canadian Electric Starch—

Boxes, containing 40 fancy pkgs., per case	3 00

Celluloid Starches—

Boxes containing 45 cartons, per case	3 60

Culinary Starches—

Challenge Prepared Corn—

1-lb. pkts., boxes of 40 lbs.	.06½

Brantford Prepared Corn—

1-lb. pkts., boxes of 40 lbs.	.07¾

"Crystal Maize" Corn Starch—

1-lb. pkts., boxes of 40 lbs.	.07¾

(20-lb. boxes ¼c higher than 40's)

UPTON'S CLOVER HONEY

Have you seen our new package?

Write us for price list.

The T. Upton Co., Limited

ST. CATHARINES

Factories at Hamilton and St. Catharines

TOMATOES

That are right. Every one ripe and absolutely sound. No left-overs—no waste of any kind. Just what you have been looking for in the Tomato deal.

ORDER A CRATE TO-DAY

THE HOUSE OF QUALITY

Hugh Walker & Son

GUELPH and NORTH BAY

Are You Interested

In Buying a Business?
In Selling a Business?
In Engaging a Clerk?
In Securing a Position?
In Securing a Partner?
In Disposing of Second-hand Fixtures?

Then you should use
Canadian Grocer's Classified Ad. Columns.

It should find for you among the progressive Grocers of Canada at least one individual who is on the lookout for just such a proposition that you have to offer.

CANADIAN GROCER reaches the retailer, the wholesaler, the manufacturer, the clerk and the traveller, just the men to whom you wish to sell or from whom you would buy.

No Other Paper Reaches All These Men.

RATES:
(payable in advance)

2c per word, first insertion.
1c per word, subsequent insertions.
5c extra per insertion when replies are to be addressed c|o Canadian Grocer.

Canadian Grocer
143-153 University Ave., Toronto

Daily arrivals of fine, fresh, frozen

Lake Trout and Herring

also Pickled Herring. Just the thing for deliciously appetizing and economical meals. Big margin for the dealer.

¶ Only few hundred barrels Georgian Bay Apples left. Rush your order through —NOW.

Lemon Bros.
Owen Sound, Ont.

Lemons

under these brands are the best:

"St. Nicholas"
"Home Guard"
"Puck"
"Queen City"
"Kicking"

J. J. McCABE
Agent
Toronto

Keeping up sales

is a problem with dealers who do not stock standard pack goods. Why not keep up your sales by handling the high quality, satisfaction-giving Brunswick Brand Sea Foods? Fish is a very desirable food in all seasons — so easily digested, and healthful.

Brunswick Brand

has set the standard in fish foods.

Fish freshly caught in the famous Passamaquoddy Bay are scientifically packed a few moments after leaving the water.

They are steady sellers and allow a good profit.

Look over this list and fill in your stock to-day:

¼ Oil Sardines	Kippered Herring
⅜ Mustard Sardines	Herring in Tomato Sauce
Finnan Haddies (oval and round tins)	Clams
	Scallops

Connors Bros., Limited
Black's Harbor, N.B.

OCEAN MILLS, MONTREAL.

Cbinese starch, 16 oz. pack., 4 doz. per case, $4; Ocean Corn Starcb, 16 oz. pack., 4 doz. per case, $3.60; King Corn Starcb, 16 oz. pack., 4 doz. per case, $3.12; Ocean Blanc Mange, all flavors, 8 oz. pack., 4 doz. per case, $4; Ocean Borax, 8 oz. pack., 4 doz. per case, $1.80; Ocean Baking Soda, 8-oz. package, 120 packages, per case, $3; Ocean Baking Soda, 16 oz. pack., 60 pack. per case, $3; Ocean Baking Powder, 1 lb. pack., 3 doz. per case, $6.75; Ocean Baking Powder, 8 oz. pack., 5 doz. per case, $6.50; Ocean Baking Powder, 4 oz. pack., 4 doz., per case, $3; Ocean Baking Powder, 3 oz. pack., 4 doz. per case, $1.60; Ocean Baking Powder, 5 lb. tin, 10 tins per case, $7.50; Chinese Washing Powder, 8 oz., 120 pack. per case, $4.25; retail at 5c per doz., 45c; Ocean Extracts, all flavors, 2 oz., 6 doz. per case, $6; Ocean Mustard (French Mustard, quart size), 2 doz. per case, $4.80; Ocean Mustard (French Mustard), pint size, 2 doz. per case, $4; Ocean Liquid Blue, pint bottles, 2 doz. per case, $1.80; Petrolatum, 2 oz. jars, 12 doz. per case, $5.40; Petrolatum, 5 oz. jars. 6 doz. per case, $5.40; Ocean Cough Syrup, 8 oz. bottle, 3 doz., per case, $7.20.

COW BRAND BAKING SODA

In boxes only.

Packed as follows:

5c packages (96)	$3 20
1 lb. packages (60)	3 20
½ lb. packages (120)	3 40
1 lb. 30 ½ lb. 60 Packages, Mixed.	3 30

SYRUP.

THE CANADA STARCH CO., LTD., CROWN BRAND CORN SYRUP.

2-lb. tins, 2 doz. in case	$2 65
5-lb. tins, 1 doz. in case	3 00
10-lb. tins, ½ doz. in case	2 90
20-lb. tins, ¼ doz. in case	2 85
Barrels, 700 lbs.	3¾
Half barrels, 350 lbs.	4
Quarter barrels, 175 lbs.	4¼
Pails, 38½ lbs.	1 95
Pails, 25 lbs. each	1 40

LILY WHITE CORN SYRUP.

2-lb. tins, 2 doz. in case	3 00
5-lb. tins, 1 doz. in case	3 55
10-lb. tins, ½-doz. in case	3 25
20-lb. tins, ¼-doz. in case	3 20

(5, 10 and 20-lb. tins have wire handles.)

ST. LAWRENCE SUGAR REFG. CO.

Crystal Diamond Brand Cane Syrup.

2-lb. tins, 2 doz. in case	$2 65
Barrels	0 03¾
½ barrels	0 04

CANNED HADDIES, "THISTLE" BRAND.

A. P. TIPPET & CO., Agents.

Cases, 4 doz. each, flats, per case	$5 40
Cases, 4 doz. each, ovals, per case	5 40

INFANTS' FOOD.

Robinson's patent barley, ½ lb. tins, $1.25; 1-lb. tins, $2.25; Robinson's patent groats, ½-lb. tins, $1.25; 1-lb. tins, $2.25.

BEAVER BRAND CORN AND MAPLE SYRUP.

Quart tins (wine measure), 2 doz. in case, per case	4 70

MOLASSES.

THE DOMINION MOLASSES COMPANY, LTD.

Gingerbread Brand.

2s, Tins, 2 doz. to case.

Quebec, per case	$1 85
Ontario, per case	1 90
Manitoba, per case	2 30
Saskatchewan, per case	2 60
Alberta, per case	2 70

DOMOLCO BRAND.

2s, Tins, 2 doz. to case.

Quebec and Ontario, per case	2 95
Manitoba, per case	3 40
Saskatchewan, per case	3 65
Alberta, per case	3 75
British Columbia, per case.	2 40
British Columbia, per case.	3 55

SAUCES.

PATERSON'S WORCESTER SAUCE.

½-pint bottles, 3 and 6 doz. cases, doz.	0 90
Pint bottles, 3 doz. cases, doz.	1 75

H. P.

	Per doz.
H. P. Sauce— Cases of 3 dozen	1 90
H. P. Pickles— Cases of 2 doz. pints	3 25
Cases of 3 doz. ¼-pints	2 20

STOVE POLISH.

JAMES DOME BLACK LEAD.

2a size, gross	2 50
6a size, gross	2 40

NUGGET POLISHES.

	Doz.
Polisb, Black and Tan	0 85
Metal Outfits, Black and Tan	3 65
Card Outfits, Black and Tan	3 25
Creams and White Cleanser	1 10

TEAS.

THE SALADA TEA CO. East of Winnipeg.

	Wholesale.	R't'l.
Brown Label, 1s and ½s	.29	.35
Blue Label, 1s, ½s, ¼s, and ⅛s	.35	.45
Red Label, 1s and ½s	.41	.55
Gold Label, ½s	.49	.65
Red-Gold Label, ½s	.55	.80

ORANGE MARMALADE.

"BANNER BRAND" PURE FRUIT PRODUCTS.

JAMS AND JELLIES.

2's	$ 2 15
4's	0 35
5's	0 42
7's	0 60
30's, wood	0 08
12-oz. glass jar	1 15
Tumbler, glass	0 95

MARMALADE.

2's, per doz.	$ 2 30
4's, per pail	0 40
5's, per pail	0 45
7's, per pail	0 65
30's, wood, lb.	0 08¼
12-oz. glass jar, doz.	1 20
Tumbler, glass, doz.	1 00

Prices subject to change without notice.

MINTO BROS., Limited, Toronto.

We pack in 60 and 100-lb. cases All delivered prices.

MELAGAMA TEA.

	Whol.	Ret.
Red Label, 1s or ½s.	0 29	0 35
Green Label, 1s, ½s, ¼s	0 32	0 40
Blue Label, 1s, ½s, ¼s	0 37	0 50
Yellow Label, 1s, ½s, ¼s	0 42	0 60
Purple Label, ¼s only	0 55	0 80
Gold Label, ¼s only.	0 70	1 00

MINTO TEA.

	Whol.	Ret.
Green Bag	0 29	0 35
Red Bag	0 32	0 40
Yellow Bag	0 37	0 50
Purple Bag	0 42	0 60

YEAST.

White Swan Yeast Cakes, per case, 3 doz. 5c pks.	1 26

IMPERIAL TOBACCO CO. OF CANADA, LIMITED. EMPIRE BRANCH.

Black Watch, 8s, butts 9 lbs., boxes 6 lbs.	$0 40
Bobs, 6s and 12s, 12 and 6 lbs.	0 46
Currency, 12s, ½ butts, 12 lbs., boxes 6 lbs.	0 46
Currency, 6s, ½ butts, 9 lbs.	0 46
Stag Bars, 6s, butts, 11 lbs., boxes 5½ lbs.	0 48
Walnut Bars, 8½s, boxes 7 lbs.	0 64
Pay Roll, thick bars, 8½s, 6 lb. boxes	0 68
Pay Roll, thin bars, 8½s, 5 lb. boxes	0 68
Fay Roll, plug, 8½s, 12 and 7 lb. caddies	0 68
Shamrock, plug, 7½s, ½ butts, 12 lbs., boxes 6 lbs.	0 57
Empire, 7s and 14s, caddies 15 lbs., ¼ caddies, 6 lbs.	0 56
Great West, ponches, 9s	0 72
Forest and Stream, tins, 11s, 2 lb. cartons	0 89

CLASSIFIED ADVERTISING

Advertisements under this heading, 2c per word for first insertion, 1c for each subseqnent insertion.

Where repiies come to our care to be forwarded, five cents must be added to cost to cover postage, etc.

Contractions count as one word, but five figures (as $1,000) are allowed as one word.

Cash remittances to cover cost must accompany all advertisements. In no case can this rnle be overlooked. Advertisements received without remittance cannot be acknowledged.

FOR SALE

FOR SALE — AT NELSON, B.C. SMALL grocery business in good position. 45% cash business, balance monthly accounts. For terms and particulars apply W. R. Allen, P.O. Box 1140, Nelson, B.C.

FOR SALE — SECOND-HAND McCASKEY Register, in perfect condition. Having placed my bnsiness on casb basis I have no use for same. My highest recommendation goes witb it. Box 82, Canadian Grocer, Toronto

CHOICE DAIRY BUTTER—WOULD DEAL direct with retail grocers. J. B. Fletcher, R. R. No. 3, Lucknow, Ont.

WANTED

WANTED—SITUATION IN GROCERY STORE as branch manager or assistant. Thoroughly experienced. Office work, tea-taster. Box 86, Canadian Grocer, Toronto. (0)

TRAVELLER, HAVING GOOD CONNECTION witb grocery, feed and confectionery trade in Halifax and district, and able to furnish first-class references, will be pleased to hear from any manufacturer desiring represeutation in tbe territory mentioned. Address Traveller, Canadian Grocer. (43015)

WANTED—AN EXPERIENCED CLERK FOR General store. One who can speak English and French preferable. First-class references required. Apply Box 113, Comber, Ont.

WANTED — TO REPRESENT CANADIAN manufactured goods in Montreal or Province of Quebec. Highest credentials. X. Y. Z., care of Canadian Grocer, Montreal.

WANTED—ENERGETIC MAN TO SECURE subscriptions and renewals to MacLean's Magazine and The Farmer's Magazine. Good income gnaranteed to capable person. Apply by letter, stating qualifications, to The MacLean Publishing Company, Limited, 143-153 University Ave., Toronto, Canada.

WANTED—WHAT ARE YOU WANTING? A clerk, a business, a salesman, a partner? An outlay at the rate of two cents a word will make your wants known throughout the Dominion to just the men who can satisfy you. See our rates above and send along your ad. to-day.

WANTED—BY EXPERIENCED MANAGER, position as buyer or partnership in progressive business. Successful record. Qualified accountant. Box 79, Canadian Grocer, Toronto.

ESTABLISHED PACKING HOUSE HAS ATtractive proposition for travelers calling on right class of trade in following territories: Ground bordered by C.P.R., Toronto to Owen Sound, and the old Grand Trunk, Toronto to Sarnia; on ground north from Orillia and Midland to the Soo; on ground from Belleville and Peterboro to Ottawa and Montreal. Write Box A B C, Canadian Grocer.

MISCELLANEOUS

BUCKWHEAT FLOUR GUARANTEED pure and unsurpassed by any mill in the province. T. H. Squire, Queensboro, Ont., solicits your orders.

WAREHOUSE AND FACTORY HEATING systems. Taylor-Forbes Company, Limited. Supplied by the trade throughout Canada. (tf)

EVERY MERCHANT WHO SEEKS MAXImum efficiency should ask himself whether a Gipe-Hazard Cash Carrier, as a time and labor saver, is not worth more than the high-priced labor which it liberates. Are you willing to learn more about our carriers? If so, send for our new catalogue J. Gipe-Hazard Store Service Co., Limited, 97 Ontario St., Toronto.

THE NATIONAL CASH REGISTER COMpany guarantee to sell a better register for less money than any other house on earth. We can prove it. Make us. The National Cash Register Co., 285 Yonge St., Toronto.

ACCURATE COST-KEEPING IS EASY IF you have a Dey Cost Keeper. It automatically records actual time spent on each operation down to a decimal fraction of an hour. Several operations of jobs can be recorded on one card. For small firms we recommend this as an excellent combination — employees' time register and cost keeper. Whether you employ a few or hundreds of bands, we can supply you with a machine suited to your requirements. Write for catalogue. International Time Recording Company of Canada, Limited. Office and factory, 29 Alice Street, Toronto.

WANTED

A large wholesale grocery and wine company would like to secure the services of a good reliable man for the position of Sales Manager, also of a good salesman.

Only applicants with experience and the best references wanted. Would prefer someone who can speak English and French. Apply box 83, Canadian Grocer.

A SEED DEPARTMENT

will add to your profits

Kelway Langport England

grow and sell

SEEDS OF ALL KINDS

for Traders

Write to the actual wholesale growers for rock-bottom prices and illustrated catalogue.

Buy well ahead to secure

LOWEST PRICES.

WRITE TO-DAY

Advertising

"Advertising is the education of the public as to who you are, where you are, and what you have to offer in the way of skill, talent or commodity. The only man who should not advertise is the man who has nothing to offer the world in the way of commodity or service."—*Elbert Hubbard.*

MR. UP-TO-DATE

you should always carry a stock of

MAPLEINE

The last word in flavors.

Order from

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25 Front St. E., Toronto, Ont.
Mason & Hickey
287 Stanley St., Winnipeg, Man.
CRESCENT MFG. CO.
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OAKEY'S KNIFE WELLINGTON POLISH

JOHN OAKEY & SONS, LIMITED,
LONDON . ENGLAND.

AGENTS:

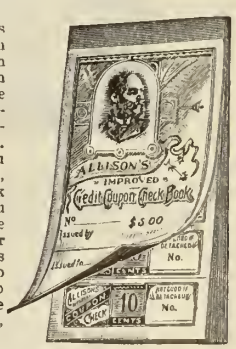
Geo. B. Jenkinson, 43 Queen St. East, Toronto, and J. E. Huxley & Co., 220 McDermed St., Winnipeg

ALLISON COUPON BOOKS

Minimize the Risk of Loss on Credit Accounts and bring in the money quicker—two mighty good arguments. Installing the Allison Coupon Book System in a store that has credit gives the same result as adding more capital to the business—and Allison Coupon Books cost almost nothing.

HOW THEY WORK:

When a man wants credit, give him an Allison Coupon Book, and have him sign form at the front, which becomes then his promissory note to you. As he buys, you tear out coupons, and when his book is exhausted you can collect his note or extend credit for another book, as you deem wise. No pass books, no charging, no time wasted, no errors, no disputes.



For sale by the jobbing trade everywhere.

Manufactured by

ALLISON COUPON COMPANY

Indianapolis, Indiana, U.S.A.

Buyers' Guide

WRITE TO
10 Garfield Chambers, Belfast, Ireland,
for Sample Copy of the
Irish Grocer, Drug, Provision and General Trades' Journal
If you are interested in Irish trade.

We are buyers of evaporated and farmers' dried apples. Prices and tags on application.
O. E. Robinson & Co.
Ingersoll Ontario

Write us for New Price List of
WINDSOR SALT
TORONTO SALT WORKS
TORONTO, ONT. GEO. J. CLIFF, Manager

TANGLEFOOT
The Non-Poisonous Fly Destroyer
Destroys Billions of Flies every year—vastly more than all other means combined. Absolutely Sanitary.

The Best for all forms of Coughs, Asthma, Bronchitis, and all ailments of Respiratory Organs.
MERITOL SYRUP
FOR AGENCY, WRITE
THE MERITOL CHEMICAL CO.
725 Notre Dame E. MONTREAL

STORAGE IN OTTAWA
BOND AND FREE
Direct Railway connection. Car distributing. Write for rates.
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You can talk across the continent for two cents per word with a WANT AD. in this paper.

EGG FILLERS
Our capacity is three times the total Filler requirements of Canada.
PROMPT DELIVERIES
by us are therefore certain.
THE TRENT MFG. CO., LTD.
TRENTON, ONTARIO, CANADA

SUCHARD'S COCOA
The Highest Quality
Most Reasonably Priced
"Quality" Cocoa
On Sale Anywhere.
FRANK L. BENEDICT & CO.
Agents Montreal

Mathieu's Nervine Powders

MATHIEU'S
NERVINE POWDERS
For Headache and Neuralgia
Contain no Opium, Morphine or Chloral.
One powder will relieve and a few powders will cure you.
If you have a bad headache,
If you are feverish,
If you do not sleep well,
If you are nervous,
If you have LaGrippe,
If you suffer from neuralgia.
These powders are very good for children cutting their teeth.
18 Powders for 25 cents
DIRECTIONS

are a simple but effective remedy in all forms of headaches — a remedy which every merchant can recommend as a quick and sure cure.

Try *Mathieu's Nervine Powders* yourself at our expense as per coupon attached, if you don't know them and are a sufferer from headaches.

As a remedy for colds and bronchial troubles Mathieu's Syrup of Tar and Cod Liver Oil has become famous and this sister preparation —Nervine Powders—is rapidly winning its way.

The
J. L. MATHIEU CO.
Proprietors
Sherbrooke, P.Q.

Please send regular box of Mathieu's Nervine Powders to the following address:—
Name .....
With (Name of firm) .....
Street .....
City or town .....Prov.....

The W. T. Ott Co., Inc.
Toronto
Clicquot Club Beverages
Priscilla Prepared Flours
Bass Islands Grape Juice
Snow-Mellow 55-

The
CONDENSED AD.
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WILL INTEREST YOU

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Rock-Bottom Prices
Courteous Service
Prompt Delivery

Plus

The right goods

have been our business maxims for over 40 years.

Think what this means to you!

A large firm straining every nerve and using all their immense resources and capital to fill your requirements; cheaply, courteously and promptly.

Now! Before buying elsewhere, ask us for Quotations and Samples.

Laporte, Martin, Limitée

568 St. Paul Street, MONTREAL

Tel. Main 3766

Don't Pull *Up* Stream

THE tide of public opinion is now definitely turned towards "pure-food" products. And this is just one more reason in favor of grocers stocking and selling Shirriff's True Vanilla. For it has been made in Canada for years—gathering favor year by year among Canadian women.

Shirriff's True Vanilla

is pure. It is 50% stronger than the Government standard requires. Every bottle bears our Guarantee.

Grocers throughout Canada have found Shirriff's True Vanilla the one vanilla extract that will please the most exacting customers. And grocers have found it profitable, too, to row with the tide of popular favor in regard to their extracts.

Why not look up your stock now and send us an order for True Vanilla and any other flavors you need?

Imperial Extract Co.

Steiner and Matilda Streets

Toronto

Advise Your Trade to Replenish the Vanishing "Home-made" Preserves with Sunkist Fruits

SUNKIST CANNED FRUITS REPRESENT THE CHOICEST PRODUCTS OF CALIFORNIA, THE "LAND OF SUNSHINE," PREPARED BY FACTORIES THAT HAVE MADE FRUIT CANNING AN ART.

THE DELIGHTFUL "ORCHARD" FLAVOR OF THESE FRUITS ARE FULLY RETAINED, AND LEAVE RECOLLECTIONS OF **QUALITY** THAT MERE PRICE CONSIDERATIONS CANNOT EFFACE.

SUNKIST CANNED GOODS ARE "SOLID" PACK. THE CAN IS **FILLED** WITH FRUIT, BEFORE THE RICH SYRUP IS ADDED.

WE HAVE THE EXCLUSIVE AGENCY FOR MANITOBA AND SASKATCHEWAN OF SUNKIST CALIFORNIA CANNED GOODS AND SUNKIST EVAPORATED AND DRIED FRUITS, PEACHES, APRICOTS, PRUNES, ETC. THE QUALITY MORE THAN COMPENSATES FOR ANY SLIGHT PRICE CONCESSIONS.

The Codville Company, Limited

Wholesale Grocers

Winnipeg, Brandon, Saskatoon and Moose Jaw

Cowan's Perfection COCOA

We Introduce It
You Display It
It Sells Itself

The accompanying advertisement illustrates how we introduce Canada's leading beverage to the people. This and other Cowan advertisements go into every Canadian home and pave the way for a big Cocoa business for you.

The Cowan Co., Limited

Toronto, Canada

Drawn From Still Life by Paul Caron.

Baked From Five Roses Flour From Five Roses Cook Book Recipe Page 37.

Every Biscuit A Sales Push

Every single thing FIVE ROSES makes helps you sell more flour. Thousands of good buyers never really enjoyed Good Biscuits and Hot Breads till FIVE ROSES came to their homes.

They have enjoyed the even flakiness it brings, the creamy nutriment, and then they try it in *all* their baking.

Five Roses Flour *

Has shown them the way to Bakewell, and they are using more flour than ever before. They are making more bread, cakes, puddings, pastries, and the dealer who sells FIVE ROSES collects his little royalties on every kitchen triumph in as many homes as he has customers.

FIVE ROSES makes a bigger demand for the things it makes. That is how it increases its turnover and YOURS.

Will YOU not profit thereby?

Ask your jobber, or write nearest office.

LAKE OF THE WOODS MILLING CO., LIMITED

MONTREAL *"The House of Character"* **WINNIPEG**

Toronto, Ottawa, London, St. John, N.B., Quebec, Sudbury, Keewatin, Calgary, Vancouver, Fort William, Medicine Hat, Portage La Prairie

Daily Capacity 13,600 bbls.

ORE than 200,000 Made-in-Canada housewives—all purchasers of flour—have thought enough of the FIVE ROSES Cook Book to write for it, war tax and all. Some days we receive almost 300 requests, enclosing return postage. FIVE ROSES means much more than just selling flour—it means educating YOUR customers to better baking ways, making her a better cook, her family happier and HUNGRIER FOR GOOD THINGS. And in making her successful you make her a better buyer. All who enjoy the FIVE ROSES Cook Book may not use FIVE ROSES just yet—but some day! Such is human nature.

* GUARANTEED NOT BLEACHED—NOT BLENDED

CANADIAN GROCER

Only Weekly Grocery Paper Published in Canada

THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. XXX PUBLICATION OFFICE: TORONTO, APRIL 30, 1915 No. 18

ADVERTISED FROM COAST TO COAST

"IT'S GREAT"

Handled by all the wholesale trade.

Packed in 10c. tins and in ¼s, ½s and 1 lb. tins.

The Tobacco, The Tin and The Price

A rich, mellow, smooth smoke—and absolutely perfect as the ideal pipe tobacco.

Popular because it is handy to handle and just fits the pocket. It keeps the tobacco fresh and clean, and preserves the matchless, mild flavor.

10c is a popular price. When Grocers can sell such a delightful tobacco as this—and make a nice profit on every tin — no wonder "Forest & Stream" is the big seller among the Grocers.

COX'S
Instant Powdered
GELATINE

A Mighty Good Dessert that's a Mighty Good Seller

When enough housewives continually *insist* on one particular gelatine, and so make it the *largest selling* dessert in the world—it has *got* to be mighty good.

That's just the Cox record. For this delightsome dessert product is a marvel of quality—giving unusual satisfaction to millions for nearly 200 years.

Don't wait to be asked for Cox's. Work up an attractive counter or window display *to-day*.

A. P. TIPPET & CO.
AGENTS -:- MONTREAL

The Red Ball That Means

QUALITY SUGAR

We are making this the best-known trade-mark in Canada. Newspapers, Magazines, Bill Boards, are carrying the message of "Lantic Sugar" into practically every home in the world Dominion.

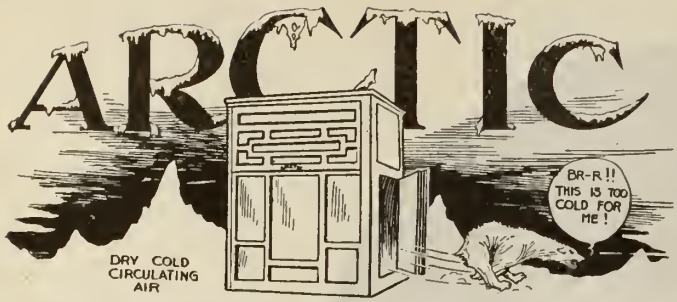
People can't help but see the huge red ball—bearing the words "Lantic Sugar"—that catches their eyes from the Posters, and our advertisements are telling the story of "the most up-to-date refinery in the world," where "Quality" sugar is made.

Lantic *Granulated*

2 and 5 lb. Sealed Boxes; 10 lb.. 20 lb., 100 lb. Bags

ATLANTIC SUGAR REFINERIES LIMITED

Montreal, Que. **St. John, N.B.**



—the refrigeration system that means absolute protection

Whether it's a grocer's, butcher's or domestic refrigerator you need it will pay you to look into the merits of the Arctic dry cold circulating air system.

The Arctic construction is so scientifically and practically perfect that not an ounce of ice is used that does not give off the maximum of dry cold circulating air—absolutely no moisture.

The Arctic refrigerator prevents loss from spoilage. It's a money-saver, a handsome store fixture.

Write for catalogue.

John Hillock & Co., Limited

Makers of High-Grade Refrigerators and Fish Cases

TORONTO

Don't Buy "An Electric Coffee Mill"

Buy a COLES GUARANTEED ELECTRIC MILL

There's a tremendous difference — as great as there is between an unsigned check and a signed one.

When the name COLES is on your mill you're certain it's "right."

Have you a copy of Catalogue 913C?

26 models of electric machines. Makers of Hand Coffee Mills for twenty-five years.

COLES MANUFACTURING CO.

1615 North 23rd St. PHILA., PA.

Agents: Chase & Sanborn, Montreal; The Codville Co., Winnipeg; Todhunter, Mitchell & Co., Toronto; James Turner & Co., Hamilton, Ontario; Kelly, Douglas & Co., Vancouver, B.C.; L. T. Mewburn & Co., Calgary, Alta.

The Pick *of* the Pickle Market

Sterling BRAND

Sweet Pickles

Buying and producing in large quantities enables us to get just the pick of the choicest vegetables for our celebrated lines. Thus our extensive system of production helps us to sell better to you and you to your customers and at the same time make a better profit.

Not only do "Sterling" brand appeal strongly to the eye when on display, but possess an irresistible attraction to the taste. Stock "Sterling" and display them prominently. Replenish your supply to-day.

T. A. Lytle & Co., Limited

Sterling Rd., Toronto

Bottled Purity

E. D. S. Grape Juice Made From Winona's Finest Concord Grapes

Stand at the Winona station in the Autumn when the grapes are ripe and take note of the vast quantities of Concord Grapes that are shipped from this section.

Get a look at the shipping bills and you will find that most of them are shipped on actual orders.

It is a well-known fact that there are five carloads shipped from Winona on actual orders to one from any other section in Canada.

It's the fine quality of the Winona Concords that is responsible for this condition. It is this delicious, full-flavored quality that has already built up a big demand for E.D.S. Grape Juice.

Every drop is absolutely pure, clean and wholesome.

Put in your summer's supply now and satisfy your trade.

E. D. Smith & Son, Limited

WINONA, ONT.

Agents:

NEWTON A. HILL
Toronto
MASON & HICKEY
Winnipeg
A. P. ARMSTRONG
Sydney, N.S.
W. H. DUNN
Montreal
R. B. COLWELL
Halifax, N.S.

Milk that Never Turns Sour

In these milder days, when most everything is hard to keep, the woman who has been fooled by the milk going sour occasionally soon learns to appreciate the true value of

EAGLE BRAND CONDENSED MILK

Whether for picnics or regular home use Eagle Brand Milk is being used more generally in the warmer weather. Its purity and convenience is unquestioned and its keeping qualities have proved a boon to thousands of women everywhere.

Get ready for Summer's heavy demands by getting in a goodly stock of the Borden Lines NOW.

Borden Milk Co., Ltd.

"Leaders of Quality"

MONTREAL

Branch Office:
No. 2 Arcade Bldg.
Vancouver, B.C.

It's Proven Quality that Pulls Biggest Sales

Any good grocer will tell you that.

Goodness that folks can see; quality they know to be pure and fresh and just as choice as it looks in the jar.

And right there is summed up the reason for the great popularity of goods sealed with Anchor Caps.

Permits of attractive display showing the goods just as they are and sealing them with a positive seal that assures good keeping quality.

Don't make preparations for making your summer lines without first investigating the several advantages of Anchor Caps. Most dealers know that best sales come with pushing goods properly sealed and consequently have a strong preference for Anchor Caps. Why not win their hearty co-operation this summer by sealing your product with Anchor Caps? We will gladly demonstrate them for you in your own factory without obligation. Write us to-day.

Anchor Cap & Closure Corporation of Canada
LIMITED

Sudbury St. West, Foot of Dovercourt Road **TORONTO, CANADA**

A Line of Merit

Reckitt's Blue is a live line—worthy of every attention, for Reckitt's Blue never varies, and satisfies every customer. Every packet has the same reliable qualities that characterise all goods bearing the name "RECKITT."

RECKITT'S BLUE

Satisfies old customers and brings new business.

RECKITTS' (Oversea) Ltd.,
122, Wellington Street West, TORONTO.

You Can't Have Too Much

O-Cedar Polish on your shelves. It sells rapidly and steadily—and the demand is increasing daily. We have advertised the wonderful qualities of

O-Cedar Polish

(Made-in-Canada)

all over the Dominion till practically every woman in Canada knows about it. If she sees it on your counter she will order it. Display it and your sales will be large.

Your Jobber Has It.

Channell Chemical Co., Limited

369 Sorauren Ave., Toronto

Miss O-Cedar using her Polish

"Indian Chief Brand"

CLAMS

POCOLOGAN FRESH CLAMS
TRADE MARK
Indian Chief Brand
CHIEF POCOLOGAN
POCOLOGAN KNEW A GOOD THING 300 YEARS AGO
SO DO YOU — TRY THEM
DIRECTIONS TO MAKE A STEW ADD ONE PINT GOOD MILK, A PIECE OF BUTTER SIZE OF WALNUT A HANDFUL SMALL CRACKER OR STALE BREAD CRUMBS — HEAT TO A SIMMER

The Very Finest Clams on the Market.

Canned the same day they are taken from the Clam Beds.

Quality First

Packed by

Shaw & Ellis, Pocologan, N.B.

AGENTS:

Montreal, R. B. Hall & Son — Ottawa, William Forbes

Quebec, A. Francois Turcotte

For warm weather trade and house-cleaning time, try

COOKED HAMS

Very cheap this year and better than ever.

"Star Brand" cured under Government inspection.

F. W. Fearman Co., Limited

Established 1854

Vinegar Is Essentially Acetic Acid

The Dominion Government standards for vinegar demand that:

"VINEGAR SHALL CONTAIN NOT LESS THAN 3.5% AND NOT MORE THAN 10.5% OF ACETIC ACID."

The most important component of vinegar, as it is sold to-day, is "IMPURE ACETIC ACID," and this IMPURE ACETIC ACID is obtained from sour beer, alcohol, and other substances which yield alcohol.

ACETAR, THE MODERN VINEGAR, is not made from alcohol or sour beer, but from PURE ACETIC ACID. As vinegar is identical with IMPURE ACETIC ACID, it stands to reason that ACETAR, THE MODERN VINEGAR, which is made from PURE ACETIC ACID, is a more pure and wholesome article than the present IMPURE ACETIC ACID sold as vinegar.

Not only is ACETAR, THE MODERN VINEGAR, a wholesome product, but it conforms to the GOVERNMENT STANDARDS FOR VINEGAR IN THAT IT

CONTAINS NOT LESS THAN 3.5% AND NOT MORE THAN 10.5% OF ACETIC ACID."

The retail merchant can thus feel assured, that when selling and recommending ACETAR, THE MODERN VINEGAR, he is standing behind a product which has been found entirely satisfactory. ACETAR, THE MODERN VINEGAR, is a pure product; it does not contain the objectionable fungus growth which is generally known as "mother of vinegar."

STANDARD CHEMICAL, IRON & LUMBER CO. OF CANADA, LIMITED

TORONTO MONTREAL WINNIPEG

Nothing has "caught on" with the average housewife quite as quickly, as thoroughly, as firmly, as

SIMCOE BRAND Summer Vegetables

You see, folk really DO prefer the crisp tenderness and summertime flavor that only "SIMCOE" Summer Vegetables can give.

Will a couple of cases do for first order? Tell your wholesaler to-day.

Our Sampling Wagon

Sometime during the year our sampling man will leave samples of

Shredded Wheat

in every home in your town. These samples are delivered by our own men from our own automobiles especially built for that purpose. Why do we sample so extensively? It is the only way we can convey an intelligent idea of Shredded Wheat Biscuit. It is a reminder to those who have used it and an introduction to those who do not know the cleanest, best cereal food in the world.

MADE IN CANADA

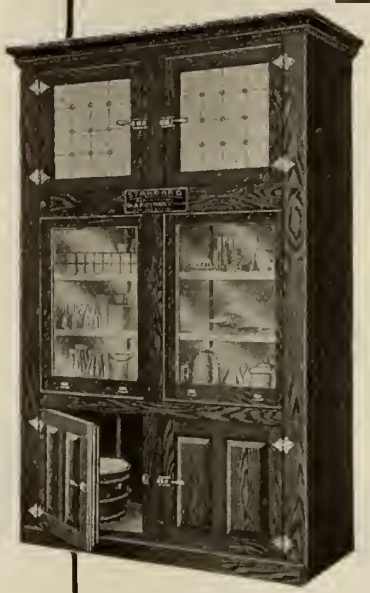
The Biscuit is packed in odorless spruce wood cases which may be easily sold for 10 or 15 cents, thereby adding to the grocer's profits.

The Canadian Shredded Wheat Co., Limited
Niagara Falls, Ontario.

77-L

Freeman's Improved Standard

Cold Dry Air **Refrigerator**



for

Butchers
Grocers
Creameries
Householders
Restaurants
Hospitals
and all
Institutions

—

SATISFACTION GUARANTEED
Send for Catalogue, Price List and Discounts

The W. A. Freeman Co., Limited
Hamilton, Ontario

"Cow Brand" success is never doubted

Housewives have absolute confidence in the baking results when they use **Cow Brand Soda.** For Strength, Purity and Reliability it is unsurpassed. It is the surest trade builder and holder. Fill in your stock to-day.

CHURCH and DWIGHT
Limited
Manufacturers
MONTREAL

Flavor is the Big Thing in Tobaccos

Poor flavor may tie up your sales and place on your hands a big quantity of dead stock. One of the big features of the Rock City Line is their pleasing flavor, mild and soothing. The three most popular lines are

"Master Mason" SMOKING
"King George Navy" CHEWING PLUG
"Rose Quesnel" SMOKING

Stock up now.

Rock City Tobacco Co.
LIMITED
QUEBEC and WINNIPEG

Make a good Window Display of

OCEAN BLUE

The brightly printed packages attract the eye, and lead to good sound profitable business.

Order from your Wholesaler

HARGREAVES (CANADA,) LIMITED,
33, Front Street, E. TORONTO.

Western Agents: For Manitoba, Saskatchewan & Alberta: Nicholson & Bain, Winnipeg, Regina, Saskatoon, Calgary and Edmonton. For British Columbia & Yukon: Donkin, Creeden & Avery, 117, Arcade Buildings, Vancouver, B.C.

"SOVEREIGN"

SALMON

FINEST BRITISH COLUMBIA SOCKEYE

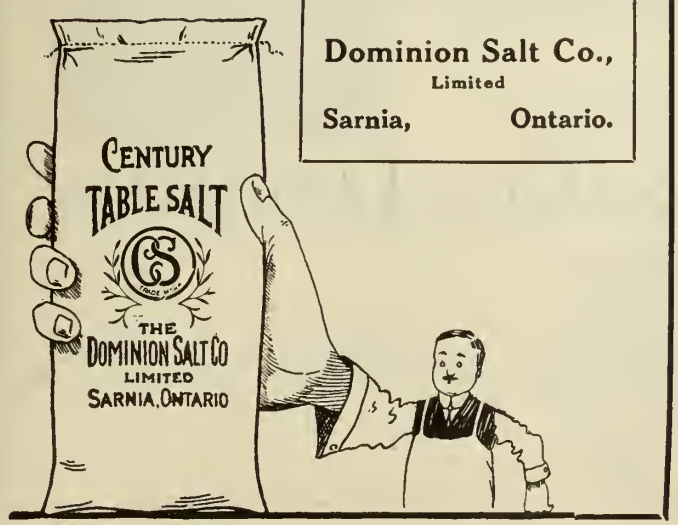
QUALITY IS OUR FIRST CONSIDERATION

PACKED BY
THE ANGLO BRITISH COLUMBIA PACKING CO.
LIMITED
VANCOUVER, B.C.

There's money in the right salt

Hundreds of dealers have realized that the right salt, the salt that gives the best satisfaction, is CENTURY. Every crystal is pure. It is the best for table or dairy, and the most profitable for the dealer to handle. Those that know push CENTURY SALT. Put up in small, white cotton bags and 100-lb. sacks.

Dominion Salt Co.,
Limited
Sarnia, Ontario.



Think of getting an aluminum Wash Board in place of a Zinc at no advance in price!

WAR *has raised the price*

of zinc to such an extent as to soon make it too costly for the manufacture of wash boards. We are therefore making the offer of supplying our standard brands of washboards with aluminum instead of zinc face.

Of course, the aluminum is a much better material. Less liable to crack, split or carry defects that will tear the clothing. Easier to keep clean, and its brighter appearance makes it an article that will sell easier.

Just tell your customers you are in a position to supply, at their request, the well-known "Cane" models with aluminum instead of zinc face. They'll appreciate the extra advantages. Speak to them to-day.

The Wm. Cane & Sons Company
Limited
Newmarket, Ont.

Gazelle Fraser River Red Sockeye Salmon

Put up by the B.C. Packers—

$2.00 per dozen

Ex. Warehouse, Montreal

In 5-case lots—

$1.95 per dozen

Freight paid to any railway station in Quebec and Ontario. Net, 30 days

The same goods would cost us to-day $2.20 per dozen

Everyone will realize what a boon this proves to be

The quality is by far superior to any

Hudon, Hebert & Co., Limited

MONTREAL

The most liberally managed firm in Canada

CLARK'S
MADE-IN-CANADA
PRODUCTS

CLARK'S
PEANUT BUTTER
Any oil that has risen to the top of the butter is pure peanut oil and should be thoroughly mixed in again before using.
W. CLARK
LIMITED
MONTREAL
AND ST. REMI

Get ready for your

SUMMER TRADE NOW

Clark's Peanut Butter

in ¼, ½ and 1 Glass Jars and 5, 10 and 24 lb. Pails.

Clark's Tomato Ketchup

in 8 oz., 12 oz., 16 oz. Bottles and 1 Gal. Stone Jugs

Clark's Pork and Beans

Plain, Chili and Tomato Sauce

CANNED MEATS, SOUPS, MINCEMEAT, PLUM PUDDINGS, ETC., ETC.

Every Package has the Clark guarantee behind it.

W. CLARK, LIMITED MONTREAL

Clark's

Tartan BRAND

THE SIGN OF PURITY

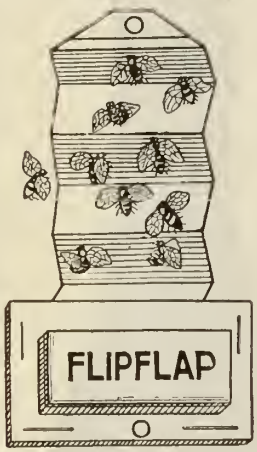
HOUSE CLEANING

EVERYBODY'S DOING IT

Check over your stock and send us your order. We'll ship quick and you'll be prepared for the demand. Brooms, Brushes, Soaps, Ammonia, Scouring and Washing Powders, Mops and Cloths, Clothes Pins, Clothes Lines, Washboards, Pails and Tubs, Polish, etc., etc.

BALFOUR, SMYE & CO., Wholesale Grocers HAMILTON

'Phones, 3595, 3596, 3597, 3598, 4656; Night 'Phone, 1807.



Kill off the Fly!

Use and sell a British

FLIPFLAP

DESTROYER

It is a leader for an effective, neat, and clean catcher. Never leaks, and every fly is caught for good.

Send a Trial Order To-day.

Hodgson, Sumner & Co., Limited
Montreal

Agents for Ontario, Quebec, New Brunswick, Nova Scotia, Prince Edward Island

ONION SETTS

Subject to being unsold on receipt of order, we offer a limited quantity of Choice **Yellow Globe ONION SETTS**, put up in bags of 32 lbs., for

10c. lb.

Five bag lots, billed 1c lb. less.

Rush your order. This shipment will not last long.

H. J. ASH

WHOLESALE FRUIT DEALER

44-46 Church Street, - TORONTO

Sanitary Cans

"The Can of Quality"

Baked Beans,
Soups,
Meats and Milk.

Sanitary Can Company

LIMITED

NIAGARA FALLS, ONTARIO

St. Lawrence Granulated

The Canadian Standard of Quality.

100 Per Cent. Pure Cane Sugar.

They like to come for Symingtons

the Coffee Essence that makes such delicious coffee without trouble, waste or delay; only boiling water need be added, and it's ready. Economical, too—40 cups of perfect coffee from one bottle.

SYMINGTON'S
Reg'd Trade Mark
COFFEE ESSENCE

is a proven seller everywhere. The liberal profit makes pushing it worth while. Order from your wholesaler to-day.

THOS. SYMINGTON & CO., Edinburgh and London

Agents: Ontario—Messrs. W. B. Bayley & Co., Toronto. Quebec—Messrs. F. L. Benedict & Co., Montreal. Vancouver and Winnipeg—Messrs. Shallcross, Macaulay & Co.

LARGEST MAKERS IN THE WORLD

Tin Foil—all descriptions

Tea Lead—all gauges and sizes

Metal Bottle Capsules—any size, color or stamping

Collapsible Tubes—plain or colored

ALL BRITISH MADE

Send specification of your needs or samples of what you now use — stating qualities — We will give you BEST QUALITY — BEST DELIVERY — BEST PRICES

BETTS & COMPANY, LIMITED

Chief Office:—1 Wharf Road LONDON N., ENGLAND

A Straight Talk with the Boss

I dropped into a men's furnishing store Saturday night to get a couple of collars and a pair of sox.

I have known the proprietor for some years. He is located on a prominent up-town transfer corner, does a high-class trade, and, as I happen to know, pays a staggering rent. But I have seen his business develop from a modest, to one of the largest in the city, and I wondered how he was standing the war.

He approached me with a smile as I completed my purchase and I sprung the question I had in mind: How do you find business?

Without any hesitation he told me. Up to this month his business was about 20% behind a year ago. April had showed very considerable improvement and he anticipated a very satisfactory May.

You see I have added some new lines, he observed, pointing to one of his many display windows, where to my surprise, I saw a very attractive display of ladies' silk gloves.

As mentioned above, my friend is located on a prominent transfer corner, and over his store is an exclusive dress-making establishment. Thousands of ladies pass his windows every day. He has simply extended an invitation to enter. They are coming strong, he tells me.

What has this to do with groceries?

Just this, the man is meeting a situation that few Canadian Grocer readers have to face in the way of trade falling off by the expedient of adding a new line **which his situation enables him to handle to advantage,** and is setting off loss in one line by creating business in a new department.

Of course, a line of silk gloves does not make up for a 20% loss all round, but don't think for a minute this is the only card in my friend's hand. It is merely an example of what he is doing all the time.

By the way, there is no closer student of his trade paper than the subject of this sketch.

Let me ask you my stock question: **How is business?** Before you answer that question think a minute. Have you gone after all the possible business in your field? Are there any new lines that your customers would buy if shown to them? Have you studied the Spring Sales Number of Canadian Grocer? Have you gone carefully over the advertisements as well as the editorial section? If you haven't read every advertisement carefully, critically, with a view to your possibilities, do it now. The question, How is business? is a double-barrelled one. It asks, I., What are all the possibilities in your field? II., What are you doing to realize on all those possibilities?

Think it over.

Have No Hesitation

in recommending to your best customer

'Bluenose' Butter

It always opens up in excellent shape, and its quality and flavor are remarkably fine. Taste "Bluenose" yourself! Then you'll feel more enthusiastic about recommending it.

SOLE PACKERS.

SMITH & PROCTOR - HALIFAX, N.S.

SMITH AND PROCTOR

SOLE PACKERS

Halifax - N.S.

BLACK JACK

QUICK
CLEAN
HANDY

¼-lb. tins—
3 doz. in case

TRY IT

SOLD BY ALL JOBBERS

YOU should buy an ELGIN NATIONAL because

No. 40

It will STEEL-CUT Coffee faster than any other mill of corresponding size.

It can be regulated while running to grind the coffee to suit each patron's taste.

It costs you less, grinds fastest, runs easiest, best finished, made strongest—lasts longest, and because thirty years' actual usage has made it the most popular mill in Canada.

Write your Jobber for catalog and prices.

No. 35

WOODRUFF & EDWARDS CO., Elgin, Ill., U.S.A.

FINEST BLACK TEAS
CEYLONS, INDIANS

ALL GRADES

Broken Orange Pekoes to Pekoe Souchongs

Our large stock—selected for cup quality from finest gardens—will suit your trade.

Prompt and careful attention to all mail enquiries for samples and prices.

KEARNEY BROS., LIMITED

WHOLESALE TEA AND COFFEE MERCHANTS

33 St. Peter St. **MONTREAL**

ESTABLISHED 1874

Manufacturers' Agents and Brokers' Directory

The Canadian market is over three thousand miles long and extends from the peach belt to the Arctic Ocean. Manufacturers and merchants can not hope to cover this market satisfactorily or get the best out of their Canadian opportunities without the assistance of local agents. The following firms in all parts of Canada are prepared to act as agents for good lines. The service department of the Canadian Grocer is at the disposal of firms wanting agents or of agents wanting agencies.

ONTARIO.

W. G. A. LAMBE & CO.
TORONTO
Established 1885
SUGARS FRUITS

W. H. Millman & Sons
Wholesale Grocery Brokers
Toronto Ont.
Headquarters for Evaporated Apples and Canned Tomatoes.

The Harry Horne Co.
GROCERY BROKERS
Manufacturers' Agents and Importers
309-11 King W., Toronto, Can.
We can place your goods on the market successfully.
(*Correspond with us.*)

W. G. PATRICK & CO.
Limited
Manufacturers' Agents and Importers
51-53 Wellington St. W., Toronto

STIRLING & YOUNG
General Brokers Phone Main 4331
27 Wellington St. E., TORONTO
Open to represent a First-Class Cheese Factory
Reference : : : Bank of Montreal

HENRI DE LEEUW
28 Front St. E., Toronto.
IMPORTER-EXPORTER FOODSTUFFS
Connections all over the world.

WESTERN PROVINCES.

GEORGE E. MEASAM
COMMISSION MERCHANT
Agencies for confectionery lines solicited. My representatives canvass the retail trade every six weeks in the Country and every two weeks in the City. P. O. BOX 1721,
Edmonton, - - - - - Alberta.

H. P. PENNOCK & CO.,
Limited
Wholesale Grocery Brokers and Manufacturers' Agents.
WINNIPEG.
We solicit accounts of large and progressive manufacturers wanting live representatives.

W. H. Escott Co.,
LIMITED
Wholesale Grocery Brokers and Manufacturers' Agents
Commission Merchants
WINNIPEG REGINA
CALGARY EDMONTON

WATSON & TRUESDALE
Wholesale Commission Brokers and Manufacturers' Agents.
120 Lombard Street
WINNIPEG - MAN.
Domestic and Foreign Agencies Solicited.

FRANK H. WILEY
Manufacturers' Agent
Groceries and Heavy Chemicals
Enquiries solicited for shipment from Spot stock Winnipeg or for Import.
757-759 Henry Avenue, Winnipeg

RUTTAN, ALDERSON & LOUND
LIMITED
COMMISSION BROKERS
Representing Canadian and British Houses
Agencies Solicited.
WINNIPEG, - MAN.

An ad. in this journal brings your goods to the attention of the buyer.

BRITISH COLUMBIA.

The Campbell Brokerage Co.
Manufacturers' Agents and Commission Brokers.
We have our own warehouse and trackage. Shipments stored and distributed. Can give special attention to a few good agencies.
857 Beatty Street - Vancouver, B.C.

NEWFOUNDLAND.

T. A. MACNAB & CO.
ST. JOHN'S - NEWFOUNDLAND
MANUFACTURERS' AGENTS and COMMISSION MERCHANTS
Importers and exporters. Prompt and careful attention to all business. Highest Canadian and foreign references. Cable address: "Macnab," St. John's. Codes: A, B, C, 5th edition and private.

W. J. McAULEY
Commission Broker
Flour, Feed, Grains, Potatoes.
We are open for a good agency in foodstuff line, calling on the retail trade.
522 Board of Trade Bldg., Montreal

Grocery Advertising
By Wm. Borsodi
It contains suggestions for special sales, bargain sales, cash sales, etc.; ideas for catch lines or window cards, and many hints for the preparation of live advertising copy. A collection of short talks, advertising ideas and selling phrases used by the most successful grocery advertisers.
PRICE, $2.00.
ALL ORDERS PAYABLE IN ADVANCE
MacLean Publishing Co.
143-153 University Ave., Toronto

A want ad. in this paper will bring replies from all parts of Canada.

INDIAN TEA

The increasing use of Indian Tea is due in no small degree to its good keeping qualities.

A good quality Assam Tea will show very little loss of either strength or flavor in nine to twelve months, while Ceylon Teas, lacking these keeping qualities, will often become stale and flat in half that time.

You have often had complaints of tea being weak and that "it doesn't taste like it used to." You will find that in almost every case it is a package of Ceylon Tea that has been complained of. You may not have had it in your store very long, but the tea has probably been a good while en route from the East — especially now in war time—and the tea has lost much of its flavor and strength.

In this respect the keeping quality of Indian Tea is a great advantage. We venture to say that you rarely, if ever, have such a complaint from Red Rose Tea, simply because it is composed largely of Indian Tea, especially Assams. These teas, blended with Ceylons, give the best combined results of flavor, strength, and keeping qualities, of any teas that are grown. The experience of the great London tea merchants has proven this beyond a question.

The above are some of the reasons why Red Rose Tea "is good tea" and why it has steadily forced its way to the front.

T. H. Estabrooks Co., Limited

TORONTO

Some Smashing Good Bargains

For over a year our name has been many times before the readers of the "Canadian Grocer." The Trade knows that we have the most modern warehouse in Eastern Canada, giving us unequalled storage and shipping facilities. Leading and recommended lines carried in stock have been enumerated. From time to time we have been able to stimulate failing energies under present abnormal business conditions with some especially attractive offerings. We have made low prices and guaranteed to give satisfaction at any cost.

JUST LOOK AT THESE

Subject to being unsold we offer during the week of May 3rd :

350 cs. Golden Link Brand Salmon, - **$8.00 cs.**
(Deep red Fraser River Sockeye)

100 cs. Campers Delight Brand Sardines, - **$7.25 cs.**
(Small Norwegian smoked fish)

300 cs. 16 oz. Easter Brand Choice Seeded Raisins, - **8¾c. lb.**

100 Bales Pearl Tapioca - - - - **6c. lb.**

Parliament Brand Canned Fruits and Vegetables, although commanding higher prices than the average kinds, this year, are stocked by the grocer who knows.

Phone or wire your requirements at our expense.

S. J. MAJOR, LIMITED

Wholesale Grocers and Importers of Wines and Liquors

OTTAWA, **Established 1879** **ONTARIO**

five million cups

of **"SALADA"** Tea are consumed by an appreciative public every day—*Five million cups daily*—

How many of these cups do you help to fill?

Could you not get a bigger share of this business by keeping a more varied and better displayed stock of **"SALADA"**

This you may be certain of: some one is getting the business if you are not, and you know how quickly the public can transfer their trade if they don't see what they want in your store.

The public **demand** for this quality tea is constant and insistent—5,000,000 cups to be filled every day—and the number increasing all the time—it's worth seriously thinking about.

TORONTO, MONTREAL, LONDON
New York, Boston, Chicago
Detroit, Buffalo, Pittsburg
Philadelphia.

White's Custard Powders and Jelly Crystals

are extra good value at our present prices, which are on the old basis despite the increased cost of importation. Try a small quantity and be convinced as to their value.

Write, wire or 'phone at our expense — Ade. 867, 1057, 941.

WARREN BROS. & CO.
LIMITED
Queen and Portland Sts. TORONTO

Will You Let Your Dollars Melt Away This Summer Too?

Will you let the summer heat and the damp atmosphere or ordinary refrigerators keep on spoiling your perishables, sowing dissatisfaction among your customers, and dwindling your profits next to nothing?

Decide now to put a stop to this unnecessary waste of hard-earned profits. Decide now, as hundreds of other grocers and butchers have done for over twenty-eight years, that the Eureka is the only SAFE and SURE answer to most refrigerator problems.

Send for catalogue, or better still, call and see for yourself.

Eureka Refrigerator Company
Limited
31 Brock Ave. TORONTO

Children Thrive Best on Robinson's "Patent" Barley

And mothers know this too. Maternal pride demands the best, demands the most nourishing and healthful, de-

mands Robinson's "Patent" Barley. A first order will enable you to see just what this demand really is in your locality.

ORDER FROM YOUR WHOLESALER TO-DAY.

Agents for Canada

MAGOR, SON & CO., LIMITED

403 ST. PAUL ST., MONTREAL 30 CHURCH ST., TORONTO

Filled in 9 Seconds—No Miscounts
—Your Ad is on Each Tray

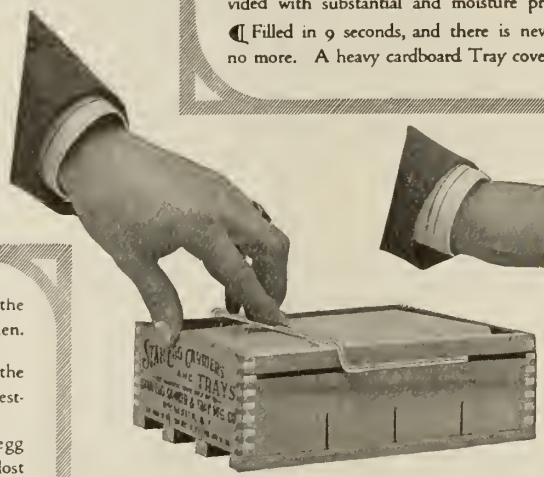
One Broken Egg Means the Profit Is Lost on a Dozen.

¶ And that isn't the worst feature—for too often it means the loss of a customer.

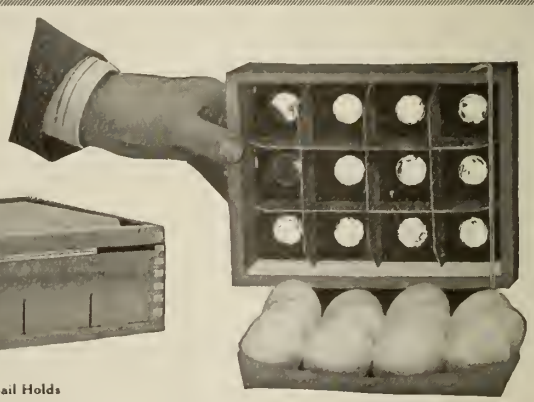
¶ There is one correct and profitable method of Egg Handling and that is—without breakage—through the use of **The STAR System for Safe Egg Handling.**

¶ The Carrier illustrated is the unit of the System—a well built wooden case provided with substantial and moisture proof divisions.

¶ Filled in 9 seconds, and there is never a miscount, Twelve eggs to every dozen—no more. A heavy cardboard Tray covers the eggs and the wire bail holds it in place.



The Wire Bail Holds the Tray



Emptied Instantly and No Broken Eggs

¶ To empty, simply invert the Carrier, slide the wire bail—the eggs are on the Tray—and unbroken.

¶ One other thought, your Ad on the inside of the Tray will prove one of the most profitable investments you ever made.

¶ Eliminates egg breakage and lost profits. Write today for booklet describing fully the STAR System.

THE STAR SYSTEM
4 Doz. Star Egg Carriers
5 M Star Egg Trays—printed
1 package Divisions
FOR EACH WAGON

STAR EGG CARRIER & TRAY MFG. CO.

JAY STREET
ROCHESTER, N. Y.

CANADIAN GROCER

VOL. XXIX TORONTO, APRIL 30, 1915 No. 18

Ontario Grocers' Convention Next Week

Every Retailer Who Can is Expected to be Present in London—Opening Session is at 10 O'clock Tuesday Morning, at Masonic Temple—Some of the Live Problems on the Slate—Splendid Banquet Arranged for Delegates Tuesday Evening.

THIS is the last opportunity we shall have to urge the retail grocery trade of Ontario to attend the convention in London next week. That there is much good to be secured from this gathering of retail men is an undoubted fact. Everything is in readiness for the carrying through of a successful convention. The London Association has been working hard for the last four or five weeks doing their level best to give the delegates a hearty welcome. They have gone to the trouble and expense of preparing a banquet to the visitors on Tuesday evening. This is going to be one of the bright spots among the social functions in connection with the convention.

The Forest City will be in resplendent garb to assist in the welcome. From all reports there will be a large attendance. Officials are figuring on 200, 300 or 400, and some are even sanguine enough to anticipate an attendance of over 500, and there is every reason why at least that many should be present. The programme presents some of the livest problems—and problems of great moment — which have ever been discussed by the retailers of the Province. Retailers are familiar in most places with the attempt by some Farmers' Clubs and others to purchase their goods which include groceries in carload lots direct, and this is a matter which has to be dealt with carefully if a great deal of harm to the grocery trade is to be averted. Amendments to the Pedlars and Transient Traders' Act will be considered. There are also the questions of the present cartage charges on fruits, the amended Bulk Sales Act, Co-operative Societies and their request for special privileges; methods adopted by some mail order houses to secure special privileges; premiums and packages; amendments to the Adulteration Act; fruit growers selling direct to consumers; price-cutting; the competition of retail markets; the new butter regulations, etc., etc.

Not the least of the important parts of the programme will be addresses by D. W. Clark, of Toronto, on "The Handling of Fruits and Vegetables," and F. C. Higgins, also of Toronto, on the "Cost of doing business, and how to find the net profits." These addresses alone should be worth the time taken by any grocer in attending the convention. It should be remembered, too, this is the first year that the grocers of Ontario have been fully united. Last year there were two associations, but since the last convention they have amalgamated and are all working at the present time in conjunction with the Retail Merchants' Association of Canada. This is sure to lend them considerable prestige and to give them an opportunity to go after reforms with a greater assurance that they will get them.

Reports are to the effect that the grocers of the towns and cities surrounding London are going to attend the convention in full force. There should be at least 40 or 50 from Toronto

(Continued on page 34.)

LAST MINUTE SUGGESTIONS FOR CONVENTION DELEGATES.

Purchase a one-way railway fare, from your station to London.

Ask the station agent or your up-town ticket office for a Standard Convention Certificate. If there are a hundred or more in attendance, who have purchased railway tickets one way, they will receive a return ticket for one-third the regular fare, plus 25c—the fee charged by the railway officials for vising the certificate.

If there are more than 300 in attendance, the outside delegates receive their return ticket, free with the exception of the 25c for vising the certificate.

The convention officials expect 300 or 400 delegates and there are some who anticipate an attendance of even 500. There will surely be more than 100 at least.

The convention will be held at the Masonic Temple in London.

The exhibits of manufacturers will be opened on Monday, and there will be a meeting of the executive officials on Monday evening.

The sessions of the convention will begin on Tuesday morning at ten o'clock.

The banquet at the Tecumseh House on Tuesday evening will begin at nine o'clock.

This banquet has been arranged by the London Retail Grocers' Association, and the retailers there have made elaborate preparations for a splendid function.

On Wednesday the most important item of business will be the conference with the wholesalers and manufacturers.

There will be a Question Box and every delegate is expected to drop in it some question he would like to have discussed.

Those who cannot possibly attend are urged to send in their questions beforehand.

Remember railway tickets are good for three days prior to the opening of the convention and three days after it closes.

There is splendid accommodation at the Masonic Temple for the ladies. Bring your wife along. The Standard Railway Certificates apply to her also.

There is a phone in the Masonic Temple. If anyone wants you while you are away, ask him to get you there.

London expects you on Monday, Tuesday and Wednesday, May 3rd, 4th and 5th.

If you can't come Monday be sure you are there early Tuesday morning for the session at ten o'clock. There is a warm welcome for everybody, whether you are a member or not.

Make yourself known at the Canadian Grocer booth. Your suggestions will be welcome there.

Programme of Annual Convention of

The Retail Merchants' Association of Canada

Incorporated.

Grocers' Section for Province of Ontario

Monday, May 3rd:

3 P.M.—Manufacturers' Exhibits open until 10 P.M.

4 P.M.—Registration of Delegates.

7.30—Meeting of Executive Committee.

Tuesday, May 4th:

9 A.M.—Registration and Reception of Delegates.

10 A.M.—Opening Session—Meeting called to order by Mr. W. J. Mellen,
(Chairman, Grocers' Section, Prov. of Ontario.

Address of Welcome—His Worship, Mayor Steveuson, London, and Members of the City Council.

Reply—Mr. B. W. Ziemann, President Dom. & Prov. Board.

10.30—Roll Call of Officers—D. W. Clark, Past Chairman, Toronto.

Reading of Correspondence.

11 A.M.—Receiving Resolutions.

11.15—Chairman's Address.

Secretary's Report.

Treasurer's Report.

12 P.M.—Adjournment.

2 P.M.—Address—Mr. E. M. Trowern, Secretary, Dom. & Prov. Board.

2.30—Address—Mr. John S. Porter, Live Stock Branch, (Poultry Division, Dept. of Agriculture, Ottawa).

3.30—Consideration of Resolutions.

6 P.M.—Adjournment.

7.30—Complimentary Banquet to visiting delegates tendered by London Retail Grocers' Ass'n., Tecumseh Hotel.

Wednesday, May 5th:

9.30—Reports of Committees.

Further consideration of Resolutions.

11 A.M.—Election of Officers.

11.30—Opening of Question Box and general discussion thereon.

12.30—Adjournment.

2 P.M.—Conference between the Manufacturers, Wholesalers and the Retail Grocers who attend the Convention.

Among other questions, the subject of selling Farmers' Clubs in car-load lots, will be considered.

5 P.M.—Installation of Officers.

5.15—Address—D. W. Clark, Past Chairman,

"The Fruit Marks' Act."

Address—Mr. F. C. Higgins, Treasurer, Ontario Prov. Board, "The Cost of Doing Business and How to Find the Net Profit."

6 P.M.—Adjournment.

7.30—Resumption of Session until completion of business.

Five thousand invitations have been sent out to Ontario grocers by Secretary W. C. Miller with this official programme. If any readers have not received the notice, the secretary asks that they consider this notice in Canadian Grocer official. All are invited.

SOME OF THE SUBJECTS AND RESOLUTIONS THAT WILL COME BEFORE THE RETAIL GROCERS' CONVENTION, MASONIC TEMPLE, LONDON, ONTARIO,

May 3rd, 4th, and 5th.

Consideration of how to deal with Firms who offer groceries for sale to the public, through circulars and catalogues, in a deceptive manner.

Consideration of the proposed Inspection and Sales Act, whereby the weight contained in all packages must be marked thereon.

Consideration of the effect egg circles have on the retail trade.

Consideration of the effect created on the trade by manufacturers selling to some price-cutters at less than they sell to the wholesale trade.

Consideration of whether it was wise on the part of the wholesalers and manufacturers to discontinue allowing cash buyers a special 1%.

Consideration of the selling of fruit and vegetables by weight.

Consideration of using the Association to secure prompt settlements of claims for damages to goods, and for goods short in delivery.

Consideration of the present cartage charges on fruit.

Consideration of the Amended Bulk Sales Act.

Consideration of some amendments to the Pedlars' and Transient Traders' Act.

Consideration of having a distinguishing sign to place in our windows or in our stores, whereby the public will know those retailers who are endeavoring, through organization, to rid the community of deceptive methods of trading.

Consideration of the advisability of asking the Government to place more safeguards around the present methods of those who secure co-operative society charters, whereby the public are deceived.

Consideration of the development of Farmers' Clubs for buying staple lines in car-load lots, and using the merchant as a convenience.

Consideration of the methods adopted by some mail order houses to secure special privileges from some postmasters.

Consideration of the abolition of all forms of premiums in packages.

Consideration of the best action to take to call the attention of the manufacturers and wholesalers to the fact that by selling our customers they are injuring us as well as themselves.

Consideration of the amendments to the Adulteration Act regarding maple sugar, as well as other lines.

Consideration of the development of the plan whereby fruit growers sell direct to our customers.

Consideration of the advisability of securing legislation to enable us to close any half-day and day of the week during certain months or during every week of the year.

Consideration of the Factory and Shops Regulation Act, whereby any Inspector, if he choose, could prevent a merchant from employing a female to work after six o'clock on any day of the week excepting Saturday.

Consideration of the system adopted by some mail carriers, in using their position to deliver parcels, in addition to the service they are engaged for.

Consideration of the effect there is on the trade by some persons buying at wine measure and selling at Imperial measure.

Consideration of the advantages gained through the Credit Reporting Department of our Association. Over $100,000 is reported as having been collected for our members during last year.

Consideration of the effect that unprincipled price-cutting has on the legitimate trade.

Consideration of the question as to whether municipalities should compete through retail markets with the tax-paying merchants.

Consideration of the present system of Government butter regulations.

Consideration of the advisability of appointing a committee who would be willing to visit various parts of the province and address meetings of retail grocers on subjects of interest to grocers.

Consideration of what profit bakers should give retailers on bread.

Consideration of an amendment to the Weights and Measures Act, whereby the giving of false weights could be properly dealt with.

Consideration of the best means of removing the false impression that is being circulated, regarding the need and usefulness of the retailer, or the one usually called the middleman.

Consideration of the advisability of advocating Made-in-Canada goods.

These and other very important subjects will come before the convention in the form of resolutions, and all retail grocers, whether they are members or not, are invited to come and take part in the discussion.

The convention will start on time and finish on time, and there will not be one idle moment. The best thought in the grocery trade will be expressed at this meeting, and we again ask you to come and help us to help you.

THE MANUFACTURERS' EXHIBITS OF MADE-IN-CANADA PRODUCTS

will be well worth a visit to London alone.

Some prominent scale manufacturers have offered to donate their best scale for competition to retail grocers, and their method will be made known at the convention.

The Reception Committee will all have their hands out, waiting to give yours a hearty shake, and to show you the sights of the famed Forest City. They have also arranged for a complimentary banquet on Tuesday evening, at the Tecumseh House, to which all visitors are invited.

If you ask for a Standard Convention Certificate with a single one-way ticket, you will be able to go at reduced rates.

Ample hotel accommodation can be secured at rates from $2.00, $2.50 and $3.00 per day. Reservations can be made if required.

The Conference with the manufacturers and wholesalers will be the most important one that has ever been held in Canada.

COME AND UNITE FOR BETTER TRADE CONDITIONS.

On this page are reproduced some park and street scenes in London, Ont., where the convention of Ontario grocers will be held next Monday, Tuesday and Wednesday, and also some of the London men who will welcome the delegates from all over the province. London is one of the fine industrial cities of Western Ontario; it has too its share of foodstuff manufacturers as well as others. Springbank and Victoria Parks are, in the spring and summer months, pretty pictures of color. No grocer who can at all afford the time should miss this opportunity to visit the Forest City.

GORDON B. DRAKE,
Chairman of the Membership Committee.

The London scenes shown here present summer pictures of recreation, beauty and business spots in the Forest City. The top cut is a view of Springbank Park on a grocers' picnic day; the centre of Victoria Park, and the bottom shows the corner of Dundas and Richmond streets. Note the "Pay-as-You-Enter Car."

HARRY RANAHAN,
Chairman of the Hotel and Billeting Committee.

Linking Up With the Manufacturer

London, Ont., Retailer Displays Some 18 or 20 Lines of Foodstuffs and Allied Lines Which the Manufacturers Have Been Advertising — Results Were Splendid, He Says.

THE accompanying window display which was shown some time ago by Dan Carter, of London, Ont., presents a good illustration of co-operation between retailer and manufacturer. The lines of foodstuffs which Mr. Carter has shown in this window, are all lines which have been advertised more or less to the consumer, and also to the retailer through the trade press. This window, as will be seen from the show-card, was put in during a campaign in London, urging the people to purchase advertised goods. While Mr. Carter, as well as other good retailers, realizes the power he has in selling goods in which he is the most interested, he nevertheless believes in co-operating with manufacturers who treat the dealer right and who allow him a fair margin of profit.

It will be noticed that this window contains such lines as package tea, sugar in packages, metal polish, cereal foods, washing powder, baked beans, cleaning powders, ammonia, cocoa, coffee, etc. It was shown last fall.

The display has been very neatly put together, and is one that brought considerable permanent advertising to the store of Mr. Carter. In referring to it, he said: "You will see we used 18 or 20 lines that are extensively advertised and it brought us mighty good returns." The window was trimmed by James Flannigan.

A fine window trim shown by Dan Carter, of London, Ont., in which he features goods of manufacturers who advertise to consumer and retailer.

Splendid window display of spring foods, arranged recently by Bruce McDougall, Ingersoll, Ont. This brought considerable business.

Good Spring Window a Trade Tonic

Now the Time to Show Foodstuffs That Will Appeal to the Spring Appetite—An Exceedingly Fine Trim From Store in Small Town.

WHY shouldn't every grocery store have a Spring Opening as well as every millinery store?

There is one grocer in Western Ontario who each year, just as the snow disappears, shows a very fine window of spring foods. This dealer is F. McDougall, of Ingersoll, Ont., and the window trimmer is his son, Bruce McDougall, who is well known to Canadian Grocer readers, as one of our clever young experts in display.

The accompanying illustration is of his 1915 spring window. This was shown a few weeks ago and one has just to take a glance at it to appreciate the fact that it attracted a great deal of attention in Ingersoll. Mr. McDougall takes pains to have his goods shown in a symmetrical method. The window is enclosed at the rear which explains why goods can be shown so high up in the background. A close inspection of the arrangement shows a couple of large hams in the background, resting on a half of cheese. Between is shown a neat arrangement of pickles, catsups and canned salmon. On the table in the centre will be seen canned meats, soups, canned fish, pork and beans, cooked ham, eggs, peanut butter, cabbage, cheese, etc. On either side of this table is a pillar on which is a circular display of bottled olives, while the front of the window is given up almost entirely to a cereal food. An extra touch of life is given to the entire display by the showing of the deer heads at the top and the stuffed birds. Bruce MacDougall is himself quite a hunter and last fall was successful in getting the nine buck which is represented by the head the second from the left.

There is no reason why every grocery store should not have a spring window display. There are many lines of goods which will create appetites if they are but shown in an appealing manner. Now is the time to get this business.

CANADIAN GROCER

ESTABLISHED 1886

Only Weekly Grocery Paper Published in Canada.

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LIMITED

JOHN BAYNE MACLEAN, President.

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RESOLUTIONS OF A LIVE WIRE.

After analyzing fruit sales last year I found that a considerable loss was caused by decayed stuff which was held too long. This year I have resolved to give greater attention to the SELLING of this line than ever before. When I purchase a shipment of fruit I intend to see that I am not going to over-buy and once the fruit is in the store my clerks and I are going to see that all that fruit is sold before any of it decays.
—A. L. W.

A Duty of the Dealer.

THIS is the last call. Before another issue of Canadian Grocer goes to press, the Convention of the Ontario Grocers' Section of the Retail Merchants' Association will have been in session. From now until next Monday and Tuesday, every road in Onario, so far as the grocers are concerned should lead to London. The dealers of that city have a welcome on the door-mat for everybody. In addition to that the Executive have worked energetically for weeks to provide a programme of the greatest importance.

For the past six weeks or more Canadian Grocer has gone fully into the questions that will arise at this Convention, as well as into the pleasure and profit of a trip in the month of May to the Forest City. The Masonic Temple there which has been set apart for the sessions is large enough to provide seating capacity for every one who comes along. Why not lay aside your work for two or three days next week and join in with your confreres in the trade who are workng so strenuously to put your business on a better basis? The small expense attached to a trip like this will never make or break anybody. The opportunity, like Christmas, only comes once a year, and who would think of foregoing the customary joys and pleasures and profits of the Yuletide season simply because they cost a little more?

The time seems ripe in Ontario, as well as in other parts of the country for important changes in the trend of retail policies and conditions which will mean dollars and cents to every aggressive retailer. Why should you not join in with the throng, put your shoulder to the wheel and help along the good work? Your presence is urgently required at this the big Convention. The association expects every man in the trade to do his duty by this Convention.

The Saskatoon Convention

SASKATCHEWAN merchants have a duty to perform in attending the provincial convention of the Retail Merchants' Association, which opens in Saskatoon on Tuesday, May 11. Officials of the association have been working tooth and nail to make this meeting a success. They have bent their efforts to the provision of a programme that when deliberated and acted upon will produce vast benefits to the trade of that great prairie province.

Apart from the legislative matters, there will be a couple of addresses by Frank Stockdale, of Chicago, on "Efficiency Through Co-operation" and on either "Keeping Up With Rising Costs" or "Salesmanship." These addresses alone will undoubtedly be worth the time any merchant spends in attending the convention. These are questions which we cannot learn too much about and we should hear more of them at these annual conventions. Canadian Grocer believes that while legislative matters are important—and some of them exceedingly important — yet they should not occupy all the time. At every convention there should be several addresses on business topics by prominent men in the trade and these should be brought on early on the programme—not after half the delegates have left to catch the trains.

It is to be hoped that the merchants of Saskatchewan rally to the call and that there will be a big gathering at Saskatoon on May 11, 12 and 13.

Maple Products' Requirements

CANADIAN Grocer has received from The Inland Revenue Department a copy of the amendment that passed to the Adulteration Act as regards the making and selling of maple products and the labelling of them. This shows that the word "maple" will still be prohibited from the

label of maple syrup and sugar, which are not absolutely pure within the meaning of the food standards of these articles. The act is stricter than formerly. An amendment says that "no person shall manufacture for sale, keep for sale, offer or expose for sale, or sell any article of food resembling or being an imitation of maple sugar or maple syrup or which is composed partly of maple sugar or maple syrup and which is not pure maple sugar or maple syrup."

The amendment as originally drawn up by Hon. Mr. Blondin and reproduced in this paper in the issue of April 9, did not go through. This would have permitted the sale of compound maple products under certain strict labelling conditions.

Another amended clause states that the word "maple" must not be used on the label in combination with any other word or words, letter or letters unless the contents are absolutely pure maple syrup or sugar, in accordance with the standards.

From the first clause it looks as if maple syrup cannot even be manufactured for sale and sold as "table" syrup or anything else unless it is pure.

War and Food Prices

THE Labor Department has made public some figures with regard to the cost of living in so far as foodstuffs are concerned. The cost of these foodstuffs has increased seven and one-third per cent. since the war began. The increase, taking the same commodities, in the case of Britain, was sixteen per cent. In the United States it is four per cent.

These figures are no cause for complaint. Seven and one-third per cent. is not an exorbitant increase when the disarrangement of trade which Canada has shared in during the last nine months be taken into account. Some increase was obviously bound to occur. Millions of men have been taken from the businesses of the world and put into the battlefield of Europe. Their work, in some sort, is being done by women, but not without enormous loss for a variety of unavoidable reasons, and someone has to pay for that loss. Farming and agricultural pursuits in Europe were hit particularly hard, and while the farmers of Canada and the States have benefited in consequence, *the level of quotations to the average man* in Canada, as everywhere else, has increased.

In addition, Canada, like England, is an importing country, particularly in the matter of food. The articles of food have become much dearer through transportation difficulties. Sailings are irregular, not to say hazardous. Freights are difficult to get. Delays galore are the portion of the importers these days. All this puts up the price of things. Teas, as we have pointed out week by week, for instance, are away up.

As a matter of fact, we in Canada are lucky that the cost of foodstuffs has not increased more than it has. It would have done so had we not been trending downwards, so far as many commodities go, when the war struck us. The few months before the war showed a tendency towards declension in the prices of staples, and it is a good thing that such was the case. Up to a year before the war people had been living at an unjustifiably high rate. Rents were far too high. Property was on a false system of fundamental values. We were indulging in extravagances as foolish as they were dangerous. The war put a sudden and definite stop to this. It emphasizes, in no uncertain way, the trend toward retrenchment. Rents fell sharply. Values became sane and reasoned. Extravagance was checked. These things, in their turn, did not have an altogether pleasant effect, but for the greatest good of the greatest number they were wise and good in their consequence. For ten years Canada had been ahead of many other nations in this matter of the high cost of living. It is not now. And we do not think it will be again—at any rate, not unless there is more ample justification than heretofore. The high cost of living was due principally to the public generally adopting a higher standard of living and to production in many lines not keeping pace with increased demand.

There is a point for the retailer in this disquisition as to the increase in foodstuff prices. The retailer is very often blamed by the consumer when he puts up his prices. The consumer who does so blame the retailer is, in most cases, short-sighted. The retailer merely follows the lead of the other cogs in the commercial wheel. He puts up prices because the importer and the wholesaler have so done before him; he has to do so to cover himself. The slight increase of seven and a third per cent. in the cost of foodstuffs since the war began shows that the retailer has been as anxious to "do his bit" as anybody, inasmuch as prices to him have, no doubt, increased more than that.

Bankrupt Sales

SHOULD signs announcing bankrupt sales be allowed?

This is a question which the retail merchants of Saskatchewan are discussing to-day and which they have carried to the Government of that province. They want a law passed prohibiting such signs and have asked for legislation covering their request.

While this may appear to be a radical move, yet there is undoubtedly some reason for it. A bankrupt sale is the legacy a business failure leaves behind. It means that a stock of goods is—in most cases—being sacrificed in price and this injures the trade of the legitimate retailer who has paid a hundred cents on the dollar for his goods and who is struggling against competition to get his money and a living out of the business. The first thing he knows someone comes along with a bankrupt stock and loads many of his customers up with goods they do not want or which will require a long time to consume. Cash has to be paid for such goods. This means that the legitimate dealer loses trade through no fault of his own and he has to wait longer for much of his money.

A large manufacturing concern selling goods all over Canada told the writer recently that in case of a grocer going bankrupt they took back all their unsold goods from his shelves and allowed the creditors a hundred cents on the dollar for them. One reason for this policy was to prevent these goods from being sold at cut prices which they claimed tended to demoralize the remainder of the trade in the locality. If every house did this there would be few bankrupt stocks on the market.

Editorial Notes

CLEAN UP THE BACK yard before the warm weather comes to stay.

* * *

TAKE ADVANTAGE OF the spring months to move out the canned fruits and vegetables.

* * *

WHEN THE ROLL is called at the grocers- convention in London next week, will you be there?

THRO' OTHER SPECTACLES

The Future of Tea.

By J. G. Maclean in the Standard, London, Eng.

In the great international redistribution of business and trade which is now proceeding, and which in many directions must develop when the war is over, what will be the effect on the business and trade in tea? It is impossible to answer the question more definitely than to say that the present factor in the position may give grounds for deductions of high importance to the trade, and the changed position after the war may produce developments which the tea-growers of the Orient and the dealers and the public at home may consider even now with interest.

One only recalls on one occasion the prices of tea to-day being even approached in this country, and that was in 1879. After the imposition of the new duty it appears as if the price of tea, which touches almost every household in this country, would substantially decline; but the past few months have shown such an extraordinary demand, mainly for home consumption, that prices have risen and are now at their highest point for thirty-six years.

The war, of course, has much to do with this. The difficulty of handling tea among other things owing to shortage of labor, the increased freight and insurance rates, the congestion at the ports, the uncertainty of delivery by the railways inland, all have sent prices up. The supply cannot be automatically restricted, as is the case, say with beer.

Demand has had its effect on account of the eagerness of buyers to anticipate possible requirements by keeping bigger stocks in view of the uncertain situation. The normal requirements of the British Isles, the largest of the tea-drinkers of the world, may approximately be put at 340,000,000 lbs. annually, and then follow, a long distance behind, the United States, Canada, and Australia.

After the war there are several factors which must emerge. Firstly, the British and French armies—and the latter for the first time—are consuming enormous quantities of tea. Those who return will have contracted the tea habit. In France, which is a coffee and wine drinking nation, this must have a material effect. Even now in London offers are being made on behalf of the French authorities for tea, and much has been bought by their agents here.

Secondly, there is the very important case of Russia. At present she is second among the tea-drinkers of the world (omitting China and Japan); but, considering her population, which is thrice that of the British Isles, the consumption per head is not comparable with ours. The extreme poverty of the people and the high price, owing to the high duties, doubtless explain this. Vodka has been prohibited. There is a possibility—a high possibility—of tea becoming the national drink of the Muscovite Empire, and in such case greatly increased demands should greatly benefit the Indian and Ceylon tea business. Even now Russian dealers are buying at Colombo in increased quantities. Of course, the Ceylon trade is an all-year trade, whereas the Indian and Java business is seasonal. I think tea-growers may count on a greatly increased tea consumption in Russia as well as in France in the near future.

Germany is in different case. Much of her tea has gone through Dutch ports from Java and has been doing so even during the war; but Holland is a large consumer of tea, it must be remembered. The Germans drink very little tea comparatively. The war may make a difference, but one sees no appreciable greater demand after than before the war among the Teutons.

So that, as far as one can judge, the probabilities are:—

(a) That there will be a slightly increased demand in the British Isles.

(b) That there will be an appreciably greater demand for tea in France.

(c) That there will be a big additional demand in Russia.

In such case this may have some effect on direction of cargoes, freight rates, and buying in "futures:" but the position is too misty at this point in the general redistribution of trade to foreshadow with any definiteness what changes will accrue.

The figures now being published of tea stocks in this country cannot be relied upon, as they do not reflect accurately the position from a variety of reasons known to brokers and dealers. There is possibly 50,000,000 lbs. here, and it is understood that Russia has a large stock, approximately reckoned at 70,000,000 pounds.

The Crooked Collection Agency.

From the Modern Grocer, Chicago.

We have in reply to inquiries from readers advised repeatedly against patronizing collection agencies of unknown quality. We have recommended the services of a local attorney, or, where such exists, the association collection bureau.

An account turned over by one Iowa merchant to a foreign collection agency four years ago had been duly realized on by the agency, but there had been no proceeds for the merchant. Aside from the criminal liability incurred by the agency in appropriating the amount so collected, it probably reminded this merchant that just because an account is regarded doubtful as to collectability, is not reason why proper care should not be exercised before placing it in the hands of a third party.

In this case the agency was worse than a dead-beat. As hard or harder to collect from than the original debtor.

Where adequate facilities are offered in the state association, those are the logical means for forcing collection of accounts of the kind that defeat the efforts of the merchant individually, but submit quickly to the demands of an organized collection bureau.

* * *

Retailers' Buying Exchanges

From the Interstate Grocer, St. Louis, Mo.

Detroit retail grocers have organized a buying exchange under the name of a Buyers' League, but the principle is the same as that of the many so-called buying exchanges which have come and gone and left only a ripple on the merchandising sea. Every once in a while, some grocers get the idea that their jobber is not treating them right and right then and there the buying exchange germ becomes active. A buying organization for retail grocers is all right in theory, but it seldom works out in practice—in fact, the fingers of one hand would represent the total number of these projects which have made even a moderate success in this country.

Buying exchanges are predicted on the principle of cash buying and there are few retail grocers who are in position to pay spot cash for their supplies. Many grocers join buying exchanges on account of some fancied grievance against

(Continued on page 34.)

Watching Credits and Credit Applicants

System of a Vancouver, B.C., Grocer for Keeping Customers up to the Mark in the Payment of Their Accounts and for Determining Whether a New Applicant for Credit is Worthy or Not—The C.O.D. Method.

Written for Canadian Grocer by EDWARD WILLIAMS.

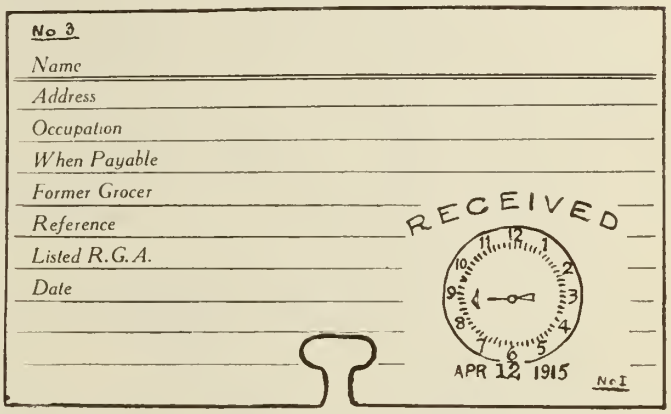
THE proper handling of accounts is a problem which has faced many grocers and they have solved it as best suited their needs or perhaps they are satisfied with their present system. To have both simplicity and good results are the two aims most desired. In nearly every case grocers must solve their own difficulties along these lines and to use their best judgment in having all accounts on a satisfactory basis. To do away with accounts which are not prompt in payment and which have to be continually watched and given special attention, is the desire of all those engaged in the retail trade.

J. McTaggart & Sons, one of the oldest established grocers in Vancouver, have solved this question to their own satisfaction. This system was devised by L. L. McTaggart, the manager, after many trying experiments with other devices for the proper handling of this branch of the business.

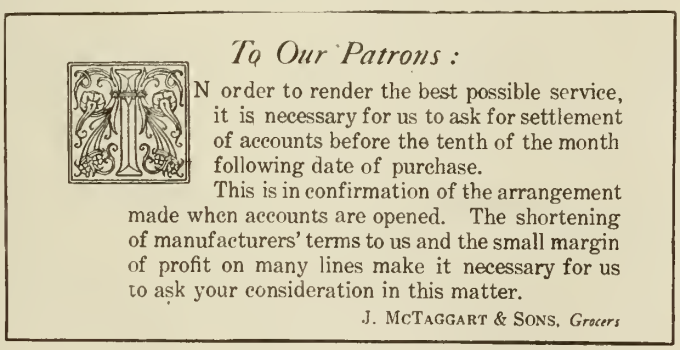
"Our system has been worked out in a cash and credit business amounting to $15,000 a year," said Mr. McTaggart, when explaining the system to a Canadian Grocer representative. "While we have met with some difficulties from time to time the results have been generally satisfactory.

How Sales Are Handled.

In this store an automatic carrier is operated running from the office to the different stations in the store. Every order no matter whether great or small, cash, credit or C. O. D. is sent to the person in charge of the office. If a cash sale is made the items of the sale are recorded in duplicate and the cash with the original is sent to the office, while the duplicate is kept in the store and totals of originals must balance duplicates at the close of each day's business.



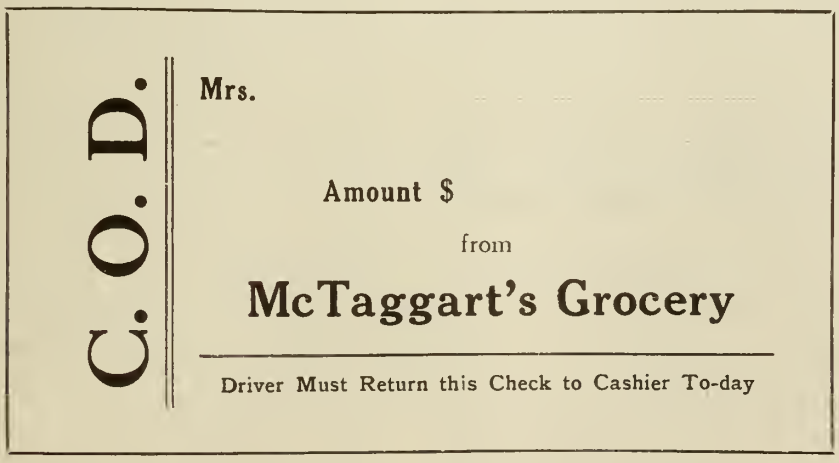
No. 3—Information card for new credit applicants. Inset in this corner (No. 1) shows how all orders are time stamped to smooth out delivery complaints.


To Our Patrons :
IN order to render the best possible service, it is necessary for us to ask for settlement of accounts before the tenth of the month following date of purchase.
This is in confirmation of the arrangement made when accounts are opened. The shortening of manufacturers' terms to us and the small margin of profit on many lines make it necessary for us to ask your consideration in this matter.
J. McTAGGART & SONS, Grocers

Reproduction of card sent out to any slow pays.

The credit sale is entered in duplicate and sent to the office where it is 'time stamped' thus avoiding many an irritating controversy as to on just what delivery an order should have been sent. This time stamp is reproduced herewith. (Cut No. 1.) The items are checked for price errors since it has been found more satisfactory to correct errors before than after delivery. The order then goes to the shipper while the duplicate is filed alphabetically. Each day's sales slips are bound together and kept for reference.

C. O. D. sales are made out in the same way as charge sales but are entered as well in a duplicate C. O. D. book, (see cut No. 2.). When the slips are returned by the drivers at the end of a day's business—for they are held responsible for all such slips passing through their hands—they are marked and entered as a cash sale. In two years under this C. O. D. method, not a single five cent piece has been lost.



The C.O.D. business is carefully watched by the McTaggart store.

Information on Credit Applicants.

Form No. 3 is used for the firm's own information, pointed out Mr. McTaggart, when a new account is opened. The manager personally interviews prospective customers and by tact and persuasion, which by the way is a notable feature of this store, receives the desired information. The illustration shows that considerable information is secured in this way.

Once in a while a woman asking credit, will decline to give any information in which case she is told she will be advised by mail.

"Our experience has been," continued the Vancouver grocer, "that such persons who decline to give us this information are not good risks and cash

(Continued on page 34.)

"Correct Dress" in Business Stationery

This Costs a Little More, But is Worth the Price — Letter Heads, Like Clothes, Impress Customers Favorably or Unfavorably—Improvement in Specimens of Work Reset.

WRITTEN BY A. R. ALLOWAY, EDITOR "PRINTER & PUBLISHER."

"YES, I'm planning to start in business early next month, Mr. Campbell, and I've called to borrow from your experience— in other words, to ask you to tell me what are the principal factors, in your opinion, that go to make a successful business career."

So spoke an ambitious young man whose name we shall call Wilson, addressing a retailer friend who had been in the general store business for some 15 years. Wilson had been a clerk for nearly as many and had had a good experience behind the counter but was a bit weak on the business end. He spent an hour or more with Campbell and together they went over the ground. Bookkeeping and credit systems, banking and buying, and some other things had been discussed, when Campbell said:

"There's one thing, Charlie, that I was waiting for you to ask about but perhaps I was expecting too much. I recall now that I thought it something of a joke myself when a friend mentioned to me casually to be sure and use good office stationery. I remember now that I said to him, 'Oh, I guess that wouldn't make or break me,' and immediately proceeded to forget his admonition.

"I'm a good deal clearer on my actual experience with that same office stationery problem during the next four years—the first four of my business career. I worried along with a pad of ruled paper and blue lined envelopes for a while—when our local printer called my attention to the fact and to help the fellow, I gave him an order. Those first letterheads were a curiosity—looked as though they came out of the ark—but I didn't realize it then. Yes, and I kicked about the price too and thought they were dear as a gift yet based on their cost to the printer the price was fair enough, for I've learned since that poor printing costs very little less to produce than the better kind. Well, as I intimated, my store stationery never caused me a worry for four years, but it was a case of 'where ignorance is bliss.'

"One day the publisher of the Majestic (funny name for a paper, isn't it?) sold out and one of the first things the new man did, after trading off all the ancient type in the office and getting brand new, was to call on me and talk letterheads, billheads, statements, and envelopes. Well, he was a mighty decent chap and we had quite a talk. He showed me a book of samples he had gathered and some of the stationery was that of firms I knew to be very progressive and up to date. The printing was certainly well done, and the paper and envelopes were of good quality also.

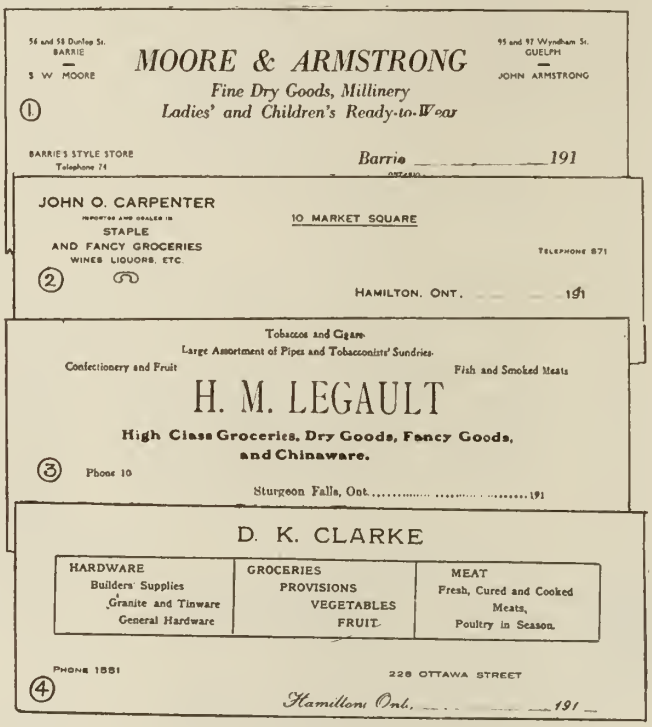
"Well, our new friend showed me as clear as day that I'd been making a mistake in being so careless about the looks of my store stationery. The way he put it was convincing. He said the business firm that used good, well-chosen stationery, had a much better chance of gaining favorable attention than the one that didn't bother about such things. 'Why, it's just like a man's clothes,' he said, 'you wouldn't think of going behind the counter with a pair of laborers' overalls on, would you.' I assured him that I was always most particular about my attire when in the store, and liked to see my clerks up to the mark too. 'That's just it,' said he, 'your clerks up to the mark—do you realize that your stationery is the lowest salaried and yet can be made the most productive clerk in your store. It's the best salesman, canvasser, collector and buyer in your employ. Then why not give it a proper suit of clothes?'

"Well, Charlie, I saw the point, and I think from the look in your eye that you do too, but let me tell you the results, or at least some of them that came to my notice. Now remember these are facts, not fiction. First, my stenographer - bookkeeper - general-office-girl spruced up wonderfully. Without a word from me I noticed my letters were more neatly written, properly centred on the paper and so on. Then, too the accounts were gotten out in better shape (we had some new columns added that aided in this) and do you know, she got them out more promtly too. The new order of things seemed to arouse in her a sense of pride in the establishment. Result number two was a pleasing one also. Three of the four principal wholesale houses I did business with congratulated me on my new letterheads and envelopes and there was a tone about their letters that had never been there before. I could see that my new stationery and neater letter had won for me a greater degree of respect and prestige than I had ever enjoyed before. My credit with those wholesalers and with others improved remarkably. They all seemed to take it for granted I knew the retailing business better than the average and was entitled to unusual consideration. With my customers, too, things improved. So much so that it occurred to me one day that I might as well have my girl get out some personal letters in her spare time drawing attention to special features of our business. I prepared these with great care. So did the stenographer, we got our reward. Those letters produced excellent results and I've been following along similar lines ever since. Make no mistake, Charlie, good office stationery is one of the important factors in making a success in the retail business."

• • •

Some specimen letterheads form part

(Continued on page 34.)



See opposite page for resets of these specimens.

56 and 58 Dunlop St.
Telephone 74
S. W. MOORE

MOORE & ARMSTRONG

Barrie's Style Store

Fine Dry Goods, Millinery, Ladies' and Children's Ready-to-Wear

BARRIE, ONT.

95 and 97 Wyndham St.
GUELPH
JOHN ARMSTRONG

[EXAMPLE 1]

JOHN O. CARPENTER

Importer and Dealer in

STAPLE & FANCY GROCERIES

WINES, LIQUORS, ETC. TELEPHONE 671

10 Market Sq., Hamilton

[EXAMPLE 2]

H. M. LEGAULT, *Sturgeon Falls, Ont.*

High-Class Groceries, Dry Goods, Fancy Goods, Chinaware, Confectionery and Fruit, Tobacco and Cigars, Fish and Smoked Meats.

[*Phone 10*]

[EXAMPLE 3]

D. K. CLARKE

228 OTTAWA ST., HAMILTON, ONT.

Hardware
Builders' Supplies
Granite and Tinware
General Hardware

Groceries
Provisions
Vegetables
Fruit

Meat
Fresh, Cured and Cooked Meats
Fish in Season

PHONE 1551

[EXAMPLE 4]

The Western Situation

Acreage Under Cultivation—The Effects of Weather Conditions—What it Means to the West —How Debts Are Being Paid—Merchants Owe Less Than at Any Time in History of West—Money Now Going Into Legitimate Channels.

Based on an interview by a Canadian Grocer representative with Henry Detchon, General Manager, Canadian Credit Men's Association, Winnipeg.

HAVING been accused of too great optimism in the past, Westerners are now tending to look carefully before speaking—to consider what reverses may come, fully as much as they consider probable booms. This tendency is everywhere noted.

"Will there be a good crop this Fall?" is asked.

"Well," comes the reply, "it is hard to say. Conditions certainly seem favorable, but of course it is hard to tell what may happen before harvest. Still, the acreage under cultivation is undoubtedly larger. I think we should have at least a fair, average crop—and prices should be satisfactory."

In estimating the crop, at least, the West is tending to ultra conservatism. It is a good attitude, probably, but from facts gained here and there, from farmer and business man, it would seem the West—and Canada and the Empire as a whole—can reasonably expect more than "a fair average crop" in the West this year.

In the first place, there is absolutely no doubt that a considerably larger acreage than ever before is ready for seeding at present. Last Fall was exceedingly favorable from a weather standpoint, farmers being able to keep on the land until the middle of November. They saw the advisability of getting all the land possible in shape, in view of the high prices which were certain to obtain for grain, and all through the Prairie Provinces big strides were made.

The district around Brandon is of course among the finest in the West, and has always been carefully cultivated. Yet from this district, too, it seems an increase may be expected. A Winnipeg man who owns two sections in this territory was asked recently what he thought of crop prospects. He said he did not know how the returns would be over the whole West, but that he knew he was going to have a splendid crop himself. He said at this time in 1914 he had 160 acres prepared. Later he scraped the balance of his land and got in the seed which yielded him a fair crop. At the present time he says he has over 1,000 acres prepared so that it is like an onion bed, and he believes he will greatly increase his yield per acre.

The Canadian Credit Men's Association in Winnipeg receives reports daily from all parts of the West, and from what Henry Detchon, general manager of this association says, it is evident these reports indicate a large increase in acreage under good cultivation. Mr. Detchon—a conservative man—states this is at least from 15 to 20 per cent. Mr. Detchon also points out that the Government has come to the aid of farmers in the districts which suffered from drought last year. This aid has enabled the farmers to work their land properly —land on which Mr. Detchon's reports show more rain and snow has fallen since November than fell on the same land in the previous four years put together.

"What does this mean for the West? In the first place it should dispel the disbelief in the future of this country which seems to have worked its way into the minds of some. Along this line listen further to what Mr. Detchon—who, it will be remembered, meets manufacturers, wholesalers and retailers every day —has to say:

"Of course 1912 was the big year in the West. After that, depression began to be felt. It came before the war, perhaps largely due to the trouble in the Balkans interfering with the money supply to some extent. I am not one of those who think the war is responsible for what has taken place out here. The war has merely accentuated conditions which were bound to come.

"But conditions have not been desperate by any means. From reports of bankers and loan companies, we learn that from 92 to 94 per cent. of the interest due in the West was paid in 1914. This would indicate that there was a good deal of money in the country.

"Consider the standing of the merchants. There is no question of a doubt —our files show this—the merchants owe less to-day to the wholesale houses, in proportion to the business being done, than at any time in the history of the West. The same thing is true when the wholesaler's relation to the banks is considered. I know of many wholesale houses who have cleaned up their entire indebtedness to the banks.

"Collections in most instances have exceeded sales. Of course, this is not a very healthy condition under normal circumstances, but it means the country to-day, financially speaking, is in better shape than it has been for a great number of years—the farmer evidently having paid off much of his old indebtedness to the merchant, and the merchant having settled with the wholesaler.

"The fact that American financiers are lending the West the large amounts they have since the turn of the year, is an evidence that the United States, at least, have unshaken faith in the future of this country," further stated Mr. Detchon.

"Building and allied trades particularly have felt the depression—more than any other of our members. Expenditures along these lines have been for only actual necessities. All our records show that economies in these lines are being practised. But a change is coming. **With the increased acreage, the ideal weather conditions which have obtained so far, and the high price which is sure to be paid for wheat—whether the war continues or not—the West, in my opinion, will see the greatest and most profitable crop it has seen in its history.** It will probably be a bigger crop this year than we may expect in 1916. Unusual efforts have been made, and are being made, to secure this crop.

"The money secured, instead of going into land speculation, will go into the legitimate channels of business. It is not necessary to point what this means.

"Undoubtedly it is true that a number of firms have gone into liquidation in 1914. As far as the country is concerned, I believe this is now pretty well ended. From now on the bulk of liquidation will be in the larger centres, and will merely affect the small dealers, who will suffer because of the greater economy evidenced by the people generally. Until the crop is practically assured, it seems to me there will be a continuation of the tendency to curtail every possible expense. After August, however, I feel that there will be a very great change, and that even the building trades will find things very much more active.

"Another point which we must all bear in mind is that the banks have the money. They are certainly going to be conservative in lending this out. Nevertheless, they will put a large amount into circulation.

"I believe the West is to see a great advance in the next few years, and this advance will be on a sounder basis than anything we have as yet experienced."

An Opportunity for the Clerk

Money Prizes for Best Examples of Sales Expansion and Methods Used to Move Out the Goods —Contest Closes on June 1—Enter it at Once.

CANADIAN GROCER wants to see every clerk a REAL salesman. Anybody can take orders that are spoken over the counter or the telephone, but it requires a clerk who knows his goods and his customer to SELL things.

We have always been interested in the making of better salesmen, and that is why we are running this contest for clerks.

Each one of you has at some time or another conducted a selling campaign on some particular line.

You have, by adopting certain selling methods, expanded sales on one or more lines of goods; or you have raised the standard of quality of certain lines of goods sold regularly to your customers.

We want you to tell the story about it in as few words as possible—but tell it fully.

Prizes will be offered as follows:—The clerk who gives the best example of the expansion of sales on any particular line of goods or associated lines will receive a cash prize of $3. The second prize will be $2, and the third $1. There will, of course, be other answers suitable for publishing. These will be printed and paid for at regular space rates for correspondence. This gives everybody a chance. The contest will help every clerk who enters it, because it means the analyzing of sales and methods.

Conditions and Suggestions.

1. The articles on which sales were expanded must have been sold at regular prices, not at cut rates.

2. Each clerk may send in as many items for the contest as he may desire, but each must refer to one particular line, or associated lines, and must be written on a separate sheet of paper.

3. Answers should be confined to as brief space as possible.

4. Where possible, point out either the quantity or the value of the goods sold by adopting certain methods.

5. Answers must be in by June 1. Better send them along at once.

Each clerk has some strong evidence up his sleeve of the selling power of the staff of a retail store. He knows selling talks that have sold new goods or raised the standard of staples selling all the time; he can tell of unique display methods or a well written newspaper advertisement that has brought business; and he can point to a dozen and one little store "kinks" for expanding sales.

All replies should be addressed to The Editor, Canadian Grocer, 143-153 University Ave., Toronto. Further particulars on request.

LONDON GROCERS READY.

LONDON, Ont., April 27—(Special).—Final preparations were made at the regular meeting of the London Retail Grocers' Association last week, for the big convention here beginning May 3. One of the principal things the local association has taken charge of is the banquet in the Tecumseh House on Tuesday evening, May 4. Some weeks ago committees were appointed to look after various work in connection with the convention, and reports were received from these committees at their regular meeting. Everything is running smoothly, and everyone who attends is assured of a hearty welcome. A number of local city officials and outside speakers have been secured for the banquet and there will be speeches by the usual orators of the grocery trade. B. W. Ziemann, president of the Dominion Board of the Retail Merchants' Association, will be present and give an address.

The local grocers are carrying on a strong campaign against undue privileges to transient traders. A deputation of retailers will wait on the city council for an amendment to the local regulations, when the argument will be advanced that there be a raise in the fee. They are also anxious to bring certain classes under the act, who are not under it at the present time, and to have the various market irregularities eliminated.

There was quite a long discussion on the subject of whether canned goods should be purchased ahead this year or not. Retailers claim they lost money in previous years by this method, and they have decided that this year they would buy their canned goods as required. They are also anxious to get back the 1 per cent. discount which they formerly had from the wholesalers. The chair was occupied by President Eedy.

DELEGATES FROM OTTAWA ASSOCIATION.

Ottawa, Ont., April 27.—(Special).—The Retail Grocers' Association of Ottawa listened to a very pleasing and instructive address from Henry Watters, president of the Ottawa Branch of the Retail Merchants' Association of Canada at their regular meeting. The meeting was well attended, which goes to show his popularity among the grocers. Eric C. Jamieson, organizer, read an invitation from Secretary W. C. Miller to attend the convention at London and the Association are sending three delegates: Pres. Alex. Phillips, Duncan Bell and R. H. Beck. The election of officers for the coming year resulted as follows: Alex. Phillips, president; T. W. Collins, first vice-president; R. H. Beck, second vice-president; Nap. Herteau, secretary; D. Bell, treasurer.

Executive—A. G. Johnston, Angus Johnston, Alf. Roach, A. J. Clothier and A. Ade.

Auditors—T. Bowman and F. Burgess.

H. LAPORTE HONORED.

The purchasing commission for war supplies was announced on April 26 by the Ottawa Government, and included the Hon. A. E. Kemp, chairman; Hormisdas Laporte, Montreal, and George F. Galt, Winnipeg.

Mr. Laporte, who is a Montreal wholesale grocer, has had a long business and municipal career, both as alderman, chairman of the Finance Committee, and Mayor, in Montreal. He will undoubtedly make a capable member of the commission.

The commission will take charge of the purchases of all war supplies not only for the Canadian Government, but also for Britain and the Allies, such as may be required to be made in this country.

"CORRECT DRESS" IN BUSINESS STATIONERY.

(Continued from page 30.)

of this article and these have been reset on the opposite pages. In some of these it is believed vast improvements have been effected in the typographical appearance. In others alterations have been made to suggest new styles, while no great fault can be found with the old.

No. 1 has been reset with a view to emphasizing that the store using it is at Barrie, by making more effective the words "Barrie's Style Store."

The original of No. 2 is somewhat unbalanced and the arrangement more suited to a broker than a grocer, according to accepted styles.

No. 3 is at a disadvantage due to too much copy, but an endeavor has been made in the reset specimen to group the information together, using one series of type, with its italic, throughout. This is one of the most important principles in correct typography.

Rule work such as the boxed design on No. 4 is seldom in good taste. Note the marked improvement, in the reset.

WATCHING CREDITS AND CREDIT APPLICANTS.

(Continued from page 29.)

terms are arranged for until a better understanding is reached."

By this system it is distinctly understood that when opening an account that it must be paid by the tenth of the following month unless, of course, in the case of employees of large concerns where the pay day is the 'fifteenth.' In case of overlooking a promise to pay by the 10th a card is mailed to him. This card is reproduced. If the account is still unpaid by the 15th, a short personal letter reminding him of his promise is mailed and he is entered on the C.O.D. list. The methods of handling accounts of this character apart from those described are similar to those employed by other merchants.

"These regulations may seem a trifle drastic," said Mr. McTaggart after describing and explaining the system, "but after a year's trial we would not under any circumstances change our present methods."

RETAILERS' BUYING EXCHANGES.

(Continued from page 28.)

their jobber, hoping that they will be able to meet the requirements of the association by paying cash, but the time almost always comes when they require credit accommodation and are compelled to go to their old friend, the jobber, and ask for it.

As members of the exchange drop off and return to their respective jobbers, the organization gradually disintegrates and becomes merely a memory. This is not theory, but cold fact, as evidenced by the experience of numberless propositions of this character inaugurated during the past few years. Buying exchanges are not successful mainly because they do not solve any of the difficulties of the grocer and merely disturb for a while the regular and well established order. The Detroit grocers will probably find this out before they go very far with their "league."

ONTARIO GROCERS' CONVENTION NEXT WEEK.

(Continued from page 21.)

and some will be there from as far east as Peterborough and Ottawa. The time is now drawing near when you must decide on whether you will attend the convention or not. If every merchant realized that he is going to get a good deal more than his money's worth, there would be no hesitation. See that your name is on the register when Chairman Mellen sounds his mallet on Tuesday morning next at 10 o'clock in the Masonic Temple, London, Ont.

O. Guibord, general merchant, Clarence Creek, Ont., is succeeded by C. Pilon.

P. K. Rollins & Co., general merchants, Killarney, Man., are succeeded by Rollins & McCullough.

CURRENT NEWS OF WEEK

Quebec and Maritime Provinces.

U. Carignan, Limitee, grocers and liquor merchants, Three Rivers, Que., have obtained a charter.

James Marshall, tea importer, has moved his office from the Boyer Bldg., Montreal, to 415 St. Nicholas Bldg.

Norman McAskill, general merchant, died at Framboise, N.S., on Saturday, April 17, aged 60 years. He came from Scotland.

A loss of about $20,000 was sustained by C. H. Peters & Sons, St. John, N.B., in a fire on April 22. It was covered by insurance.

James Kennedy, Kensington, P.E.I., a general merchant, died on April 23, aged 44. He was a member of the P. E. I. Legislature.

Fire on Monday night did considerable damage to sugar and jute bags to the plant of the Canada Sugar Refining Co., Montreal.

Among the commissioners appointed by the Borden Government to look after future purchases of war supplies is H. Laporte, of Montreal.

H. Laporte, and his son Joseph Laporte, of Laporte, Martin, Ltee., Montreal, have returned from a two weeks' trip to Atlantic City.

John A. Behan, who has been in the tea and coffee business for several years at Moosejaw, Sask., is on a trip to his home at Dartmouth, N.S.

P. Pastene & Co., Inc., importers, on account of increasing business have been compelled to seek larger premises, and are now located at 340 St. Antoine street, corner of Seigneurs street, Montreal.

At a recent meeting of the Retail Merchants' Association of Chatham, N.B., presided over by President W. B. Snowball, it was decided to observe the following public holidays: Victoria Day, Dominion Day, Labor Day, and Thanksgiving Day.

Maple syrup and sugar was suggested for wounded soldiers at the front. J. H. Grimm, of the Grimm Mfg. Co., Montreal, has circularized the farmers, asking each for a gallon. It will be forwarded to the base hospitals by the Red Cross Society.

Ontario.

The retail merchants of Simcoe, Ont., have agreed to close their stores at 12 o'clock (noon) every Thursday during the months of June, July and August.

J. W. Tudhope, grocer, Huntsville, Ont., died recently.

J. W. McKinney, grocer, Windsor, Ont., is opening a branch at 29 Pitt St., east.

Walker & Sons, grocers, Fort William, Ont., produce dealers are adding groceries.

In Peterboro, Ont., recently two clerks were fined $2 for sweeping the pavement before sprinkling.

A. L. Whinton, grocer, Hanlan's Point, Ont., (Toronto Island), is succeeded by George Florence.

The majority of the merchants of Oakville, Ont., have decided to close Wednesday afternoon beginning May 5.

Bert Carman, a traveler for George Foster & Sons, wholesale grocers, Brantford, Ont., died suddenly during the week.

The grocers of St. Thomas, Ont., have decided to close their stores on Wednesday afternoon during May, June, July and August.

The Clerks' and Salemen's Association of Guelph, Ont., are discussing the question of a weekly half holiday during the summer months.

Fred Newman, a grocer, has been elected president of the Picton, Ont. Board of Trade, and B. McDonald another grocer was elected to the executive.

W. T. Riddle, general merchant, Auburn, Ont., was severely injured by being pinned beneath his auto when the machine overturned after striking a stoue. The car was also badly damaged.

The stock of groceries of the National Railway Association at Fort William, Out., was recently disposed of. It will be remembered that this concern failed a short time ago.

E. Newton, organizer of the Retail Merchants' Association, is in Grimsby and Beamsville, Ont., this week, to complete the organization of local associations there.

J. H. Bond, who has been in charge of the wholesale warehouses of Telfer Bros., Collingwood, Ont., for the past year and a half, is about to be transferred to Toronto, where he will assume greater responsibilities in connection with the firm's manufacturing activities.

Congratulations are being tendered from all directions to Secretary W. C. Miller, of the Ontario Grocer's Section of the R.M.A., these days. That smile that won't vacate the premises is due to the fact that a baby girl was born to Mr. and Mrs. Miller a short time ago.

The new head office of the Retail Merchants' Association at the corner of College and Yonge streets (over the Bank of Hamilton), Toronto, is now ready for occupation. In fact the head office is gradually being changed to that corner at the present time. The retailers are to be congratulated on getting such a fine location. It is bright, airy, centrally located and convenient.

E. Newton, one of the organizers for the Retail Merchants' Association, states that Simcoe, Ont. has now one of the finest organizations in Ontario for the size of the town. There are some 36 members which includes practically every merchant there, and now that they have been organized they realize that the association is one of the best things that ever happened to Simcoe. One of the first things they contemplate doing is coming to a decision to close their stores early, instead of keeping them open until 9, 10 and 11 o'clock every night. The closing hour will likely be 7 o'clock.

Among the officers with the first Canadian contingent who met death in the great feat performed by the Canadians in checking the advance of the Germans, was A. E. Kimmins of Winona, Ont. Mr. Kimmins who was a major, was general manager of E. D. Smith & Son, Limited, of Winona, in whose employ he had been for the past 20 years. He was connected with the 77th Wentworth Regiment, of which he was junior major for about fifteen years, was an active church worker and a Mason. He is in the early forties, and leaves a wife and two children. Major Kimmins commanded the Canadian troops who attended the funeral of Lord Roberts in St. Paul's Cathedral.

Western Canada.

J. Henderson, Carlyle, Sask., has disposed of his grocery business to H. A. Buchanan.

G. R. Russell & Bros., general merchants, Prince Albert, Sask., have opened a store at Fenton.

Selwood & Cleghorn, grocers and confectioners, Pilot Mound, Man., are succeeded by L. B. Sisson & Son.

Private Edward S. Jennings, who was in the general store business in Bethune, Sask., has been killed in action at the front.

Rumors of Advance in Package Teas

Teas Halfpenny Higher in London—Dried Bean Market Firmer in Montreal—British Jams Hard to Get—Sugar Firmer in New York—Dried Fruits Quiet.

Office of Publication, Toronto, April 29, 1915.

FOLLOWING the lines of our remarks anent the grain situation in this summary last week, flour prices are firm, and the market is advancing. There is little or no business doing, but the high levels of wheat necessitate corresponding quotings on flour. First patents were 30 cents below the wheat market when wheat stood at $1.61, as it did last week. But during the last few days it has moved up in Winnipeg to $1.64 a bushel, and is a cent higher than that in Chicago. There is, therefore, ample justification for higher flour prices, and though these have not materialized at the moment, they indubitably will. We expect to see first patents 20 cents or so higher within the next few days, if the wheat levels hold steady, and there is every reason why they would and none why they would not.

In both Montreal and Toronto there has been a noticeable stiffening of prices on pork products. Hogs are firm, particularly in Montreal. Supplies coming forward are not ample enough for the big packers' and others' demand. As a corollary, bacons and cooked meats are stiffer. Breakfast bacon has advanced a cent and the market is strong. Demand for cooked meats is much better this year than formerly, and in view of the fact that spring and summer always show a stiffening of prices on pork products, meats and so on, we think we shall see levels on these a cent or a cent and a half higher yet. Smoked meats, too, are in good demand. Market for dressed stock is also steadily better than for some time.

Washington announced this week that freight rates on transportation from the far East had been increased, and this will affect prices on several imported lines, such as rice, tea, cinnamon, cloves and others. The increases range from 25 per cent. up, and on rice, we hear, the effect will be an increased freightage of about one dollar a ton.

Teas once more are higher at the London auction, this time by a halfpenny. There is a disparity in one grade of Ceylon teas of thirteen cents a pound between present and 1909 prices. Thirteen cents a pound is a very remarkable increase in these six years. Teas in London cannot be bought less than one shilling a pound now.

There are fairly well-defined rumors that we shall see an increase in package teas next week. Canadian Grocer has pointed out for some time that it is impossible for tea men here to sell at the levels they had six months ago, and an advance, if it doesn't come next week, cannot be long delayed, since tea concerns are not in business for their health. The enormous consumption is, in the main responsible, though lack of freights and losses of consignments by ships being sunk all have to be paid for and help to swell the total cost.

QUEBEC MARKETS.

Montreal, April 29.—Dealers in seeds have least cause for complaint just now. Wholesalers who handle this line to any extent are being rushed day and night, and if the retailer is as busy when his turn comes round the outlook should be more rosy.

An improvement is noticed in the demand for tea. For the past two months business, as far as importers are concerned, has been almost dead. During all that time the market has remained firm, and supplies have been hard to get. Wholesalers who did not speculate heavily in those pre-Budget days are running short of certain lines, and are replacing them. Several wholesalers have been in the market this week.

For many weeks now the dried bean market has shown unmistakable signs of weakness, but this never developed sufficiently for the retailer to feel the effects. Right along he has been paying $3.25 and $3.50 for 3-lb. pickers. During the period when prices were down, wholesalers bought few cars. Now the market is up again, and no doubt considerable buying will take place. It has been held right along that the bean market would jump again, and this seems to be taking place now.

The sugar situation is interesting, and will require watching closely by everybody. Ever since, prior to the Budget's coming, when wholesalers bought heavily, the demand from the refiners has been small. One refinery has been closed down for some time, which does not look as if they have been sell-

Markets in Brief

QUEBEC MARKETS.

FLOUR AND CEREALS—
- Manitobas remain firm at advance.
- Ontario flour advanced slightly.
- Rolled oats firmer.
- No change in feed prices.

PRODUCE AND PROVISIONS—
- Live ducks down considerably.
- Frozen poultry demand good.
- Boiled hams up to 26c.
- Big drop in butter prices.
- Little change in cheese quotations.

FRUIT AND VEGETABLES—
- Pineapples arriving riper, $3-$4.
- California navel oranges up 25c box.
- Cabbage (new) down to $4 bbl.
- Cauliflowers getting scarcer.
- Asparagus, No. 1, $5; No. 2, $4.50.
- Spinach drops to $3 per bbl.

FISH AND OYSTERS—
- First shipment of salmon arriving.
- Lake trout and whitefish plentiful.
- Live lobsters dropping; now 18c.
- Much better demand for canned fish.

GENERAL GROCERIES—
- Better demand for tea.
- Easing off in pepper market.
- Dried bean market much firmer.
- Freight rates affect rice price.
- No change in molasses situation.
- Good currants continue scarce.
- Sugar situation peculiar.

ONTARIO MARKETS.

FLOUR AND CEREALS—
- Flour market advancing.
- Cereals quiet.
- Split peas scarce.
- Wheat prices 'way up.

FRUIT AND VEGETABLES—
- Pineapples lower.
- Oranges firm and higher.
- New Canadian asparagus.
- Green onions just in.
- Spinach sells well.

FISH AND OYSTERS—
- Lake trout arriving.
- Whitefish strong seller.
- Lobster lower in price.
- Lake herrings at 10c.

PRODUCE AND PROVISIONS—
- Pork products stiffen.
- Lots of new laids.
- Is early storing justified?
- New butter and cheese coming.
- Scarcity of live poultry.

GENERAL GROCERIES—
- Tea higher in London.
- Rumored advances next week.
- Sugar firmer in New York.
- Good trade in summer drinks.
- Dried fruits slow.
- Spice situation easier.

ing much sugar. In the meantime, a new refinery has entered the field.

The announcement was made from Washington this week that an increase has taken place in freight rates from the Far East, which will have an effect on several lines. The increase ranges from 25 per cent. up, and is made necessary by the present state of the shipping business between the ports of the Far East and American ports. Lines likely to be affected are dried beans, rice, brushes, bulbs, cinnamon, cloves and tea. Already a Vancouver milling concern has drawn attention to this increase, which means about a dollar per ton on rice. A Montreal miller points out that freight rates from the Far East to British and American ports will be a great factor in this year's business.

Castile soap continues firm at previous rates. The war tax of 7½ per cent. made big difference to price of this commodity. It is practically impossible to secure shipments of French macaroni, and the advance in price is in proportion to the high price of wheat being quoted to-day.

It is now seen that the crop of maple syrup has been a poor one, and prices have already shown an upward tendency, especially in 8½-lb. tins, which are quoted at 75-80c. Gallons are quoted at $1.15.

SUGAR.—Price of refined remains the same since the drop of 15c on April 10. Instead of inducing the trade to buy, this decline had probably the opposite effect. If a strengthening of the raw market were to take place, it is believed trade would be stimulated. It must not be forgotten that considerable speculation took place a little prior to the handing down of the budget, and although that is two months ago, the sugar purchased then has not yet been used up. As it is now, there is no confidence in the market. On Tuesday refiners in New York were willing to pay 3 11-16c for raws, but nothing was offering below 3¾c. With the opening of navigation, and consumption increasing as soon as new fruits begin to arrive, the demand should be better.

	Per 100 lbs.
Extra Granulated Sugars—	
100 lb. bags	6 65
20 lb. bags	6 75
2 and 5-lb. carton	6 95
Yellow Sugars—	
No. 3	6 50
No. 1	6 25
Extra Ground Sugars—	
Barrels	7 05
50 lb. boxes	7 25
25 lb. boxes	7 45
Powdered Sugars—	
Barrels	6 85
50 lb. boxes	7 05
25 lb. boxes	7 25
Paris Lumps—	
100 lb. boxes	7 40
50 lb. boxes	7 50
25 lb. boxes	7 70
Crystal Diamonds—	
Barrels	7 30
100 lb. boxes	7 40
50 lb. boxes	7 50
25 lb. boxes	7 70
Cartons and half cartons	8 05
Crystal Dominoes, cartons	8 15

DRIED FRUITS.—Greek-cleaned currants continue scarce. There may be New York currants on the market of inferior quality. There are lots of raisins on the market, but the demand is poor. California fruits are being sold before the buds are off the trees, which, to say the least, is risky. However, at present the outlook is for good crops. California figs are firm. Apricots for 1915 will be lower in price than last year—about as reasonable as they have ever been. Prices for 1914 stock of peaches are low. Taken all round there is good supply. The danger of frost is over, although the danger of heavy rains is not. California olives are being offered in the market now.

EVAPORATED FRUITS.	Per lb.	
Apples, choice winter, 50-lb. boxes	....	0 08
Apples, choice winter, 25-lb. boxes	....	0 08½
Apricots	0 15½	0 17½
Nectarines, choice	....	0 11½
Peaches, choice	0 10	0 11
Pears, choice	....	0 13½
DRIED FRUITS.		
Candied Peels—		
Citron	0 20	0 21
Lemon	0 13½	0 14
Orange	0 13½	0 14
Currants—		
Amalias, loose	....	0 07½
Amalias, 1-lb. pkgs.	....	0 08
Filiatras, fine, loose, new	....	0 07
Filiatras, packages, new	....	0 08
Vostizzas, loose	....	0 09
Dates—		
Dromedary, package stock, per pkg.	....	0 09
Fards, choicest	....	0 12½
Hallowee, loose	....	0 08
Hallowee, 1-lb. pkgs.	....	0 08
Figs—		
8 crown, 12 lb. boxes, fancy, layer, lb.	....	0 14
7 crown, 12 lb. boxes, fancy, layer, lb.	....	0 14
6 crown, 12 lb. boxes, fancy, layer, lb.	....	0 13½
1 lb. glove boxes, each	....	0 12
Prunes—		
30 to 40, in 25-lb. boxes, faced	....	0 14
40 to 50, in 25-lb. boxes, faced	....	0 13
50 to 60, in 25-lb. boxes, faced	....	0 12
60 to 70, in 25-lb. boxes, faced	....	0 11
70 to 80, in 25-lb. boxes, faced	....	0 10
80 to 90, in 25-lb. boxes, faced	....	0 09½
90 to 100, in 25-lb. boxes, faced	....	0 09
Raisins—		
Malaga, table box of 22 lbs., 3-crown cluster, $2.60; 5-crown cluster	....	3 60
Muscatels, loose, 3 crown, lb.	....	0 09
Sultana, loose	0 10	0 11
Sultanas, 1-lb. pkgs.	0 11½	0 14
Valencia, selected	....	0 09
Valencia, 4-cr. layer	....	0 09¼
Cal. seedless, 16 oz.	....	0 11
Seedless, 12 oz.	....	0 09
Fancy seeded, 16 oz.	....	0 10
Choice seeded, 16 oz.	....	0 09½

Prices quoted on all lines of fruits are liable to be shaded for quantities, according to the state of market.

RICE.—Prices on Canadian milled rices are steady, but advices from Vancouver indicate that an advance is possible, as freights from the Orient have gone up a dollar per ton. An offer has been received from a broker here of 5,000 tons of Rangoon rice (No. 2), which would cost duty paid here $3.19 per cwt. The price is considered reasonable, but there is little chance of the Canadian trade taking this quantity. This is for April shipment Rangoon. Patnas continue high, and are hard to obtain.

	Per cwt.	
Rangoon Rices—		
Rangoon "B"	3 60	
"C.C."	3 50	
India bright	3 75	
Lustre	3 85	
Fancy Rices—		
Imperial Glace	5 60	
Sparkle	5 70	
Crystal	5 45	
Ice drips	5 80	
Snow	5 70	
Polished	4 85	
Pearl	5 05	

Prices are per 100 lbs., packed in bags (250 lbs.), half-bags (100 lbs.), and quarter-bags (50 lbs.); add 10c per 100 lbs. for pockets (25 lbs.), and 20c for half-pockets (12½ lbs.).

Imported Patna—	Per lb.	
Bags, 224 lbs.	0 06	0 06¼
Half bags, 112 lbs.	0 06¾	0 06
Quarter bags, 56 lbs.	0 06⅞	0 06¼
Velvet head Carolina	0 09¾	0 10¼
Sago, brown	0 06½	0 07
Tapioca—		
Pearl, lb.	0 06½	0 07
Seed, lb.	0 06½	0 07

MOLASSES.—No sales of new crop have been made yet, and the price for fancy f.o.b. Barbadoes remains at 25c. There has been a drop in choice since opening prices were announced. It was first quoted at 21½c f.o.b., and is now 19½c. Wholesalers, or at least some of them, are not considering new molasses as long as prices remain where they are. They all seem afraid that the war may end and prices come down.

	Prices for Island of Montreal. Fancy.	Choice.
Barbadoes Molasses—		
Puncheons	.45	.41
Barrels	.48	.44
Half barrels	.50	.46

For outside territories prices range about 2c lower for fancy; nothing for choice.

Carload lots of 20 puncheons or its equivalent in barrels or half barrels, to one buyer, may be sold at "open prices." No discounts will be given.

Corn Syrups—		
Barrels, per lb., 3¾c; ½ bbls., 4c; ¼ bbls.	....	0 04¼
Pails, 38½ lbs., $1.95; 25 lbs.	....	1 46
Cases, 2 lb. tins, 2 doz. in case	....	2 65
Cases, 5 lb. tins, 1 doz. in case	....	3 00
Cases, 10 lb. tins, ½ doz. in case	....	2 90
Cases, 20 lb. tins, ¼ doz. in case	....	2 85
Maple Syrups—		
New, pure, per 8½ lb. tin	0 75	0 80
Pure, in 15 gal. kegs, 8c per lb. or, per gal.	1 15	
Maple sugar, pure, per lb.	0 11	0 12

COFFEE.—A fair amount of business is being done, but there has been no change in the market for five or six weeks.

Coffee, Roasted—		
Bogotas	0 26	0 30
Jamaica	0 23	0 24
Java	0 31	0 36
Maricaibo	0 22	0 25
Mexican	0 27	0 28
Mocha	0 33	0 36
Rio	0 17	0 20
Santos	0 21	0 23
Chicory, per lb.	0 10	0 12

NUTS.—New Brazils are selling two cents cheaper than opening prices. In California there is every prospect of a good crop of walnuts this year. Shelled almonds are high abroad, but there is no demand here. There is a fairly good demand for shelled walnuts from the wholesalers just now at 33-34c, one importer having disposed of 33 cases during the past week. Nuts in shell are quiet.

Almonds, Tara	0 16	0 18
Grenobles, new	0 14	0 16
Marbots, new	0 15	0 16
Shelled walnuts, new, per lb.	0 34	0 37
Shelled almonds, 28-lb. boxes, per lb.	0 38	0 40
Sicily filberts	0 13	0 14
Filberts, shelled	....	0 23
Pecans, large	....	0 18
Brazils, new	....	0 13
Peanuts, No. 1, 12½c; No. 2	....	0 11¼
Peanuts, No. 3	....	0 10

DRIED VEGETABLES.—A much firmer tone to the bean market was noticed this week, sales of 3-lb. pickers having been made on track from $3 to $3.10. The opinion has been held right along that beans were good property. Higher prices still may be asked, as it is a long while before the new crop comes in.

Beans—		
Canadian, 3-lb. pickers, per bushel	3 00	3 15
Yellow, per bushel	....	3 25
Yellow eyes, per bushel	....	3 25
Lima, per lb.	0 07½	0 08
Peas, white soup, per bushel	2 85	3 00
Peas, split, bag, 98 lbs.	....	5 25
Barley, pot, per bag	....	3 90
Barley, pearl	....	4 50

SPICES.—The market generally is more active, with lower values in peppers, due to the simultaneous arrival in New York of three cargoes. Foreign markets, however, are higher. Cloves,

gingers, and cassias are all in active demand. Other lines are quiet. The market generally is expected to show all sorts of conflicting tendencies this summer, with wide fluctuations. The arrival of three shipments of peppers in New York means liberal replenishment of grinders' stocks, which had fallen to the lowest ebb on record. Cream of tartar is tending higher—higher than it has been

	5 and 10-lb. boxes.	¼-lb. pkgs. dozen.	¼-lb. tins lb.
Allspice	—0 17	0 70—0 80	—0 24
Cassia	—0 23	0 78—1 05	—0 31
Cayenne pepper	—30	1 08—1 21	—0 36
Cloves	—0 41	1 21—1 31	—0 48
Cream tartar—40c.			
Ginger, Cochin	0 18—0 24	——	——
Ginger, Jamaica	—0 23	1 00—1 15	—0 31
Mace	—0 80	1 00—1 15	—1 00
Nutmegs	—0 40	1 08—1 26	—0 75
Pepper, black	—0 25	0 90—1 00	—0 31
Pepper, white	—0 34	1 15—1 20	—0 40
Pastry spice	—0 23	0 95—1 20	—0 31
Pickling spice	—0 16	0 85—1 00	0 80—0 95
Turmeric	0 21—0 23	——	——

Lower prices for pails boxes or bailers when delivery can be secured.

Cardamon seed, per lb., bulk	2 00	2 50
Carraway—		
Canadian	——	0 13
Dutch	0 15	0 16
Cinnamon, China, lb.	0 20	——
Mustard seed, bulk	0 19	0 23
Celery seed, bulk	0 36	0 46
Cayenne chillies	——	0 35
Shredded cocoanut, in pails	——	0 19½

TEAS.—Ceylons and Indians here are still firm and scarce. There is a distinct improvement in demand here. Wholesalers who did not buy heavily at the time the budget came down are missing certain lines from their stock, and are replacing them. It is understood there is nothing in Columbo Pekoe Souchongs selling for less than a shilling.

CANNED FISH.—A Montreal wholesale house is offering a line of Fraser River red sockeye salmon, put up by the B.C. packers, at $2 per doz., ex-warehouse, Montreal, and in 5-case lots at $1.95 per doz., freight paid to every railway station in Quebec and Ontario. They claim that the same goods would cost the wholesaler $2.20 to buy to-day.

The opening prices on 1915 pack lobsters, which were announced by a Montreal packer some time ago, were several dollars a case lower than those of last year. He has maintained his price so far. A factor in the lobster business this year will be the live lobster, which, owing to the low price of canned lobsters, will be pushed hard at much lower prices. Already the price of live lobsters has dropped to 18c—a drop of 2c per lb. Fish dealers announce a much better demand for canned fish. Owing to the early arrival of spring, holiday trade has opened up, and people are moving to the country earlier.

One Montreal firm have received word from their London agents that a bigger demand has been experienced for canned salmon, the reason given being that fresh fish from the North Sea has been scarcer. The agent says: "Prospects are more favorable, especially for steelheads. There was little demand until Easter, but since then the demand has decidedly improved. We cannot say how long the demand will last, because fresh salmon is at present considerably lower than is usual at this time of the year, and if it were to go lower, the trade might turn to the fresh article and forsake the frozen. Thus we recommend that supplies be shipped immediately."

ONTARIO MARKETS.

Toronto, April 29. — "Everybody's feeling better," said a jobber to Canadian Grocer this morning. This "better feeling" is all to the good (if that isn't putting the degree cart before the horse) and is real. The warm weather has bucked up trade because it bucked up optimism first. Collections have distinctly improved in the city, and, as before, the country remains sound. Trade is a little quiet, perhaps. The farmers are busy seeding and are not coming into the towns and cities just at present. The way to counteract this is for the retailer to solicit more strongly the business of the farmer. Canadian Grocer's Spring Number proved conclusively that the farmer had lots of those interesting documents known as greenbacks.

According to agricultural conditions at present we shall have a good crop, and goodness knows we need it. High prices on it will surely obtain, and the money, coupled with a good deal of money that is coming from the other side of the line—always supposing that it isn't going to let up summarily—will have a good effect on fall and winter business. That is looking ahead, but the spring and summer, we think, will turn out all right. Certainly they will be better than the corresponding months last year, besides the fact that conditions are fundamentally much more sound.

There is good business just now starting in summer drinks, lime juice, lemonade and grape juice. This latter is going particularly strong. Canada has taken to it very quickly, which may or may not be a tribute to W. J. Bryan (according to whether you admire him or no). The grape juice people, we hear, are doing very well in Canada and retailers are calling for their stuff.

As a corollary, cocoa is slowing off now. Coffee is being bought well right along. Tea, for some reason, has struck a dull patch, according to some wholesalers, though one or two concerns report a steadily increasing demand.

British jams, preserves and marmalades are conspicuous by their absence. One of the biggest jam people in England say they cannot send any more jams to Canada because the Government in Britain is taking all they have. This is likely to continue right along till the fall—and after that, unless they manage to Saint-Helena the Kaiser before that time. Stocks of British jams are small.

There is a new match on the market. It is manufactured by Eddy's and sells for $4.85 a gross boxes. There are 500 to a box.

Teas are still further out of sight at the auctions. You tell what the price is by instinct now. The London auction on Monday—two days ago—saw an increase of a halfpenny on Indians, which makes a penny farthing in two weeks.

SUGAR.—There is a firmer feeling in New York. Cuban raws are stronger. Two centrals finished their crops, and others have been interrupted by rains, so that Cuba may have reached the height of its production. June shipments sold yesterday one-eighth of a cent over May. Futures are usually higher, however, and May shipments were made chiefly to England. European enquiries and some buying continues. Business in this market is quiet, with little demand. The reduction didn't do any good along the business-getting line. One sugar man says pertinently: "It never does."

Extra Granulated Sugars, Montreal Refined—per 100 lbs.	
100 lb. bags	6 71
20 lb. bags	6 81
10 lb. bags	6 86
2 and 5-lb. cartons	7 00
Nova Scotia refined, 100-lb. bags	6 61
New Brunswick refined, 100-lb. bags	6 71
Extra Ground Sugars—	
Barrels	7 11
50 lb. boxes	7 29
25 lb. boxes	7 41
Powdered Sugars—	
Barrels	6 91
50 lb. boxes	7 11
25 lb. boxes	7 31
Crystal Diamonds—	
Barrels	7 36
100 lb. boxes	7 46
50 lb. boxes	7 56
Cartons (20 to case)	8 11
Cartons (50 to case)	8 61
Crystal Dominoes, cartons	8 11
Paris Lumps—	
100 lb. boxes	7 46
50 lb. boxes	7 56
25 lb. boxes	7 76
Yellow Sugars—	
No. 1	6 31

Barrels granulated and yellow may be had at 5c per cwt. above bag prices.

TEAS.—The day after Canadian Grocer went to press last week two important news items came to us. One was that a certain grade of Ceylon tea sold last week in Colombo at a price **thirteen cents** higher than in 1909. The second was that the market tendency in London was upwards, with the lowest teas at a shilling a pound. Monday's auction—two days ago—reported teas at a full halfpenny higher, and firm at that. There is no let-up. Week after week teas in London and Colombo go higher and higher. Thirteen cents difference between 1909 and 1915 is a remarkable fact.

We hear well-authenticated rumors that package teas—one or more of them—in Canada will advance next week. We cannot confirm this definitely, but our information is reliable. If it isn't next week, it cannot be long after. Canadian Grocer has pointed out to retailers for two months now that with tea prices to importers at present levels it is not probable that packers can sell to the trade at the same prices. Tea

prices might very well have advanced to the trade ere this, had it not been that demand, since February, when the budget came down, has slumped considerably. Now looks like the time to buy.

DRIED FRUITS.—Prunes eased up in the primary market a few days ago, but firmed again and are generally a quarter of a cent higher now. Futures are being bought heavily again, although there is nothing doing in the case of most dealers in spot stuffs. We hear of one jobber, however, who is finding quite a good demand. Most people are pretty well cleaned up on spot stocks. Currants are quiet, despite the cable from Greece to which we referred last week offering Amalas at attractive figures. Valencia raisins are moving fairly well, what there are of them. Few dealers have any left, however. Peaches are moving slowly. Evaporated apples and candied peels are dull. Dried fruits generally are slow. Demand is only here-and-there, and orders are small in size as well as few in number. The end of the season seems to have come pretty abruptly.

Apricots—		
Standard, 25 lb. boxes	0 13	0 14
Choice, 25 lb. boxes	0 14	0 1⅛
Apples, evaporated, per lb.	0 07½	0 09
Candied Peels—		
Lemon	0 13	0 14
Orange	0 13	0 14
Citron	0 19	0 22
Currants—		
Filiatras, per lb.	....	0 07½
Amalas, choicest, per lb.	0 08	0 08¼
Patras, per lb.	0 08¼	0 08½
Vostizzas, choice	0 09½	0 10
Cleaned, ½ cent more.		
Dates—		
Fards, choicest, 12-lb. boxes	0 09½	0 10
Fards, choicest, 60-lb. boxes	0 09	0 09½
Package dates	0 06	0 08½
Hallowees	0 07¼	0 07¾
Prunes—		
30-40s, California, 25 lb. boxes	0 14½	0 15
40-50s, 25 lb. boxes	0 12½	0 13½
50-60s, 25 lb. boxes	0 12	0 12½
60-70s, 50 lb. boxes	0 10½	0 11½
70-80s, 50 lb. boxes	0 09	0 09½
80-90s, 50 lb. boxes	0 08	0 09
90-100s, 60 lb. boxes	0 07½	0 08
25-lb. boxes, ½c more.		
Peaches—		
Choice, 50-lb. boxes	0 08	0 08½
25-lb. boxes ¼c more.		
Raisins—		
Sultanas, choice, new	0 12	0 13
Sultanas, fancy, new	0 14	0 16
Valencia	0 09½	0 10
Seeded, fancy, 1 lb. packets	....	0 10½
Seeded, choice, 1 lb. packets	0 09¾	0 10¼
Seeded, choice, 12 oz.	....	0 08
Seedless, 16 oz. packets	0 10½	0 11
Seedless, 12 oz. packets	....	0 10

NUTS.—Trade is dull. Prices are attractive, but there is little demand for anything at all. Shelled walnuts and almonds are selling in small quantities.

In Shell—	Per lb.	
Almonds, Tarragona	0 17½	0 18
Brazils, medium, new	0 10	0 11
Brazils, large, washed, new	0 12	0 13
Chestnuts, peck	1 75	2 00
Filberts, Sicily, new	0 13	0 14
Peanuts, Jumbos, roasted	0 12½	0 13½
Peanuts, hand-picked, roasted	0 11	0 11½
Peanuts, fancy, roasted	0 09	0 10
Pecans	0 17	0 18
Walnuts, Grenoble	....	0 16
Walnuts, Bordeaux	0 11	0 12
Walnuts, Marbots	0 13	0 14
Shelled—		
Almonds	0 37	0 40
Filberts	....	0 35
Peanuts	0 11	0 11½
Pecans	0 58	0 62
Walnuts	0 38	0 40

SPICES.—Market is a trifle easier this week. Some relief has been afforded in the matter of firmness of peppers by the arrival in New York of the shipment which we noted last week. Market is steady, however, and there is quite a good demand for both black and white peppers. Cassias and ginger are strong, and we should not be surprised to see higher levels at any moment. Cream of tartar is in consistently good demand. Spot stocks are none too high, and the trade is said to be slightly stocked on this.

Spices—	Compound, per lb.	Pure, per lb.
Allspices, ground	....—0 10	....—0 15
Allspices, whole	....—....	....—0 15
Cassia, whole	....—....	0 21—0 26
Cassia, ground	0 14—0 16	0 21—0 26
Cinnamon, Batavia	....—....	0 36—0 40
Cloves, whole	....—....	0 28—0 33
Cloves, ground	0 18—0 22	0 28—0 35
Cream of tartar	0 25—0 35	0 40—0 45
Curry powder	....—....	....—0 35
Ginger, Cochin	0 14—0 17	0 20—0 23
Ginger, Jamaica, ground	0 17—0 20	0 24—0 27
Ginger, Jamaica, whole	....—....	0 24—0 27
Ginger, African, ground	....—....	....—0 18
Mace	....—....	0 80—1 05
Nutmegs, brown, 64s, 52c; 80s, 42c; 100s	....—....	....—0 30
Nutmegs, ground, bulk, 45c; 1 lb. tins	....—....	....—0 50
Pastry spice	....—....	0 22—0 25
Peppers, black, ground	0 14—0 18	0 19—0 22
Peppers, black, whole	....—....	0 20—0 22
Peppers, white, ground	0 19—0 24	0 30—0 33
Peppers, white, whole	....—....	0 30—0 33
Pickling spice	....—....	....—0 15
Turmeric	....—....	0 18—0 20

MOLASSES AND SYRUPS.—Market is dull and without feature. There are no price changes, and business is slack.

Syrups—	Per case.	
2 lb. tins, 2 doz. in case	....	2 65
5 lb. tins, 1 doz. in case	....	3 00
10 lb. tins, ½ doz. in case	....	2 90
20 lb. tins, ¼ doz. in case	....	2 85
Barrels, per lb.	....	0 03¾
Half barrels, lb.	....	0 04
Quarter barrels, lb.	....	0 04¼
Pails, 38½ lbs. each	....	1 95
Pails, 25 lbs. each	....	1 40
Molasses, per gallon—		
New Orleans, barrels	0 26	0 28
New Orleans, half-barrels	0 28	0 30
West Indies, half barrels	0 26	0 28
Barbadoes, fancy, barrels	0 46	0 48
Barbadoes, fancy, half-barrels	0 47	0 51
Maple Syrup—Pure—		
5 gallon cans, 1 to case	6 45	6 60
Gallons, 6 to case	6 60	8 00
½ gallons, 12 to case	6 95	7 25
Quarts, 24 to case, in glass	7 00	7 25
Pints, 24 to case	4 00	5 90
Maple Sugar—		
Pure, per lb.	....	0 12½
Maple Cream Sugar—		
24 twin bars	....	1 80
40 and 48 twin bars	3 60	4 85
Maple butter, 1b. tins, dozen	....	1 30

COFFEE.—Maracaibo is firm at 26 to 28 cents, and may go higher. Rios and Santos are in good demand right along at present levels. Coffees generally are firm, and higher prices may be registered. Thre is a good deal of buying. Stocks are said to be low. Spot stocks in importers' hands are not too plentiful and the demand right along is brisk. Freights continue a difficulty.

Coffee—		
Standard Old Govt. Java	0 36	0 38
Plantation Ceylon	0 32	0 34
Java	0 35	0 40
Arabian Mocha	0 34	0 37
Guatemala	....	0 30
Bucramanga	0 30	0 32
Mexican	0 30	0 32
Maricaibo	0 26	0 28
Jamaica	0 24	0 26
Santos	0 19	0 22
Rio	0 16	0 18
Chicory	....	0 14

RICE AND TAPIOCA.—Patnas continue in good demand. Rangoons are slightly easier. A report of increased freight rates will affect prices, it is said, particularly on Rangoons. No sign is visible as yet, however. Tapiocas continue steady and there is good business in them.

Rice—		
Rangoon "B," per cwt.	....	3 48
Rangoon, per cwt.	3 50	4 00
Rangoon, fancy, per cwt.	....	5 00
Patna, fancy	0 07½	0 09
Tapioca—		
Pearl, per lb.	0 06	0 07½
Seed, per lb.	0 06	0 07½
Sago, brown, per lb.	....	0 05½

MANITOBA MARKETS.

Winnipeg, April 29.—Business is not as brisk as might be desired. There is a likelihood, however, that a good deal of contracting work will be commenced by the railways shortly, and if so this will have an effect in improving the demand.

Sugar, perhaps, is again supplying a feature to the market this week, being a very uncertain commodity at the present time. In Winnipeg city quotations considerably below those of a week ago are to be obtained, but this is not so to the same extent in the further points of Manitoba and in the further Western Provinces.

There have also been some changes in dried fruits, figs being put on a higher level, although of course the demand for these is not so great at this season. Rice continues its remarkable course by dropping somewhat.

SUGAR.—This market is upset at the present time. The quotations as given below are the list prices as they stand at present, yet it is undoubtedly true that sugar can be bought somewhat below these figures. A quite general quotation is $6.95 per bag F.O.B. Winnipeg, for delivery in Winnipeg and shipment to local points around the city. For points in the further parts of Manitoba even these prices do not hold.

The sugar market is uncertain, but it is possible it may steady up almost any time.

As has been said, the following quotations cannot be regarded as absolutely fixed at present time.

Sugar, Eastern—	Per cwt. in sacks.
Stadard granulated	7 20
Extra ground or icing, boxes	8 05
Extra ground or icing, bbls.	7 85
Powdered, boxes	7 85
Powdered, bbls.	7 65
Hard lump (100-lb. cases)	8 15
Montreal yellow, bags	6 80
Sugar, Western Ontario—	
Sacks, per 100 lbs.	7 10
Halves, 0 lbs., per cwt.	6 10
Bales, 20 lbs., per cwt.	5 15
Powdered, barrels	6 40
Powdered, 50s	5 75
Powdered, 25s	7 05
Icing, barrels	6 85
Icing, 50s	7 10
Icing, 25s	7 10
Icing, pails	7 00
Cut loaf, barrels	5 80
Cut loaf, 5⅝s	7 05
Cut loaf, 25s	7 30
Sugar, British Columbia—	
Extra standard granulated	6 95
Bar sugar, bbls.	7 40
Bar sugar, boxes	7 60
Icing sugar, bbls.	7 60
Icing sugar, boxes	7 80
H. P. lumps, 100-lb. cases	7 90
H. P. lumps, 25-lb. boxes	8 16
Yellow, in bags	6 55
Corn Syrup—	
2s, per case 2 doz.	2 73
5s, per case 1 doz.	3 13
10s, per case ½ doz.	3 01
20s, per case ¼ doz.	3 02
B. C. Cane Syrups—	
2-lb. tins, 2 doz. to case, per case	3 15
5-lb. tins, 1 doz. to case, per case	3 50
10-lb. tins, ½ doz. to case, per case	3 30
20-lb. tins, 3 tins to case, per case	3 25

(These prices prevail in Winnipeg, Calgary, Regina, Moose Jaw and Lethbridge. For Edmonton and Saskatoon they are 5c case higher.)

Molasses—	Per gal.
Barbadoes	0.53
New Orleans	0 34

Maple Syrups—	Per case.
Imperial quarts, case, 2 doz.	5 40
Imperial ½ gals., 1 doz.	5 55
New, pure, ½ gal. case	9 00
New, pure, ½ gal., quarts, case 2 doz.	9 70
New, pure, quart bottles, case 2 doz.	9 75

DRIED FRUITS.—As was predicted last week, a rise in apricots has come, choice 25's and choice 10's moving up ¼c. Still, peaches are at their old low level. It is expected, however, that an upward movement here will not be much further delayed.

Dried currants have moved downward, being now quoted at 7¾c while washed are quoted at ¼c down at 8¾c. In dates Hallowee in 1-lb. packages have moved up slightly to 7¾c. Fancy seeded Valencia raisins are quoted a little down at 11c.

In cooking and table raisins considerable changes have been struck in the last little while. It will be remembered that good sized stocks were carried over from the Xmas season. As things have developed, this is perhaps very fortunate for the chance of getting further supplies from Turkey for the holiday season seems poor. Figs which are being carried over are, of course, kept in cold storage, which naturally runs up their price. In view of the fact, however, that further supplies are uncertain, still higher prices than those quoted here may be confidently expected, before the heavy demand for this line arrives.

Apples, evaporated, new, 50's	....	0 08¼
Apricots, choice, 25's	....	0 13¼
Apricots, choice, 10's	....	0 14
Apricots, standard, 25's	....	0 12¾
Currants—		
Dry clean	....	0 07¾
Washed	....	0 08¼
1 lb. package	....	0 08⅞
2 lb. package	....	0 17⅝
Vostizzas, bulk	....	0 10
Dates—		
Hallowee, loose, per lb.	....	0 09
Hallowee, 1 lb. pkgs.	....	0 07½
Fard dates, 12-lb. boxes	....	1 25
Peaches—		
Standard, 25-lb. boxes	....	0 07¼
Choice, 25-lb. boxes	....	0 07¾
Choice, 10-lb. boxes	....	0 08½
Raisins, Muscatels—		
3 crown, loose, 25's	....	0 09
3 crown, loose, 50's	....	0 08¾
Raisins, Valencias—		
Fine selected	2 40	2 45
Four crown layers	....	2 45
Choice, seeded, lb.	....	0 11¼
Fancy seeded, lb.	....	0 11
12-oz. packages, fancy	....	0 08⅞
12-oz. packages, choice	....	0 08¾
Raisins, Sultanas—		
Corinthian Giants	....	0 13¼
Superfine	....	0 12½
Finest	....	0 10⅞
Fine	....	9 10¼
Prunes, in 25-lb. boxes—		
90 to 100	....	0 08¾
80 to 90	....	0 08¾
70 to 80	....	0 09⅜
60 to 70	....	0 10
50 to 60	....	0 11
40 to 50	....	0 11⅜
Table Layer Figs—		
7-crown, 3-lb. boxes, per lb.	....	0 15½
5-crown, 10-lb. boxes, per lb.	....	0 15
5-crown, 10-lb. boxes, per lb.	....	0 13¼
4-crown, 10-lb. boxes, per lb.	....	0 13
3-crown, 10-lb. boxes, per lb.	....	0 12¾
Glove boxes, per doz.	....	1 00
Cooking figs, taps, about 25 lbs., lb.	....	0 07¼
Cooking figs, choice naturals, 28-lb. bags, per lb.	0 07	0 07⅛

RICE AND TAPIOCA. — As was pointed out last week, Winnipeg prices have been so low that many have felt a mistake must have crept into rice and tapioca quotations. In view of this a further decline which has to be noted, is very interesting. No. 1 Japan rice is now being quoted locally at 4¾c—¾c lower than a week ago. Patna, on the other hand, is a little firmer now, generally being quoted at 6½ to 7c. As a matter of fact, this line is almost impossible to secure, and its place is largely being taken by the 1st grade of Siam at the present time. Tapioca is strong at the quotations of 5 to 5¼c given last week. Within a few weeks it is certain to touch 5½ to 5¾c. It is scarce at present.

Rice and Tapioca—		
No. 1 Japan, per lb.	....	0 04¾
No. 2 Japan, per lb.	0 04⅜	0 04⅝
Siam, per lb.	0 03¾	0 03⅞
Patna, per lb.	0 06½	0 07
Carolina, per lb.	....	0 08½
Sago pearl, per lb.	....	0 04⅝
Tapioca, pearl, per lb.	0 05	0 05¼

BRITISH COLUMBIA MARKETS.

(By Wire.)

Vancouver, April 29.—Business shows a steady improvement with country orders fair. Sugar is down ten cents here, standard granulated being now $7.35. Gunnies are $7.50. California cherries, first of the season, are $3.75. California strawberries are arriving freely, 15 basket crate being $2 and 20 basket $3. New crop California turnips and carrots is here. Mexican tomatoes sell at $6 for 30-lb. box. Butter is firm. N. Z. cubes being 35½c and bricks 36c. Prairie eggs are arriving, strictly fresh at 25c. Extra selected are 21c. California dried fruits arriving freely. Flour is up 20 cents bbl. on hard wheat grades.

PRODUCE AND PROVISIONS.

Butter, creamery, per lb.	....	9 35
New Zealand cubes	....	0 335½
New Zealand brick	....	0 36
Cheese, per lb., large	....	0 21
EGGS—		
Local fresh		23 c
Extra selected		21 c
Vancouver Island		26 c
Lard, 3's, per case		$8 40
Lard, 5's, per case		8 32
Lard, 10's, per case		8 25
Lard, 20's, each		2 70

GENERAL.

Almonds, shelled, lb.	0 45
Beans, Ontario, per lb.	05½c
Beans, Lytton	06¾c
Cream of tartar, lb.	50 c
Cocoanut, lb.	18½c
Cornmeal, bail	$3 00
Evap. Apples, 50's	08¾c
Flour, 49's, bbl.	8 75
Lemons, box	3 75 4 25
Potatoes, per ton	20 00
Rolled Oats, bail of 80 lbs.	3 85
Onions, lb.	02¾c
Oranges, box	2 75 3 00
Rice, 50's, sack	1 90
Sugar, standard, gran., per cwt	7 44
Sugar, yellow, per cwt.	6 70
Walnuts, shelled, lb., 40c; Almonds	42 c

CANNED GOODS.

Apples, gals. 6|case	$1 50
Beans, 2's	2 05
Corn, standard, per 2 dozen case	2 10
Peas, standard, per 2 dozen case	2 05
Plums, Lombard, 2's, case	2 60
Peaches, 2½'s, case	4 50
Strawberries and raspberries, 2's, case	4 80
Tomatoes, standard, per dozen, case	2 20

SALMON.

Sockeye, 1's, 4 doz. case	$9 00
Sockeye, ½'s, 8 doz. case	10 75
Coboes, 1's, 4 doz. case	4 75
Humpbacks, 1's, 4 doz. case	4 00

DRIED FRUITS.

Apricots, per lb., 13½c; Apples, lb.	08¾c
Currants, per lb., 08½c; Raisins, seeded, lb.	10 c
Prunes, 70-80, 25's, lb.	09 c
Peaches, per lb.	07 c
White Figs, per lb.	06 c

ALBERTA MARKETS.

By Wire.

Edmonton, April 28.—Trade in the north continues good. New cheese is quoted at 19½c on market and not selling readily. Cheese, September is 21½c. Cheaper grades of coffee are firmer. Stocks of tea are low. Shortages are noticeable in imported macaroni, and Castile soap and Canadian manufacturers are making an effort to fill requirements. Lards are higher. Evaporated apples are 9c to 9½c. Flour is higher at $4.05 to $4.15. Sugar granulated is lower at $7.50 to $7.60.

Produce and Provisions—		
Cheese, per lb., old	....	0 21½
Cheese, new, lb.	....	0 19½
Butter, creamery, per lb.	....	0 39
Butter, dairy, No. 1, 29c; No. 2	....	0 25
Lard, pure, 3's, per case	....	8 70
Lard, pure, 5's, per case	....	8 65
Lard, pure, 10's, per case	....	8 55
Lard, pure, 20's, each	....	2 78
General—		
Beans, Ontario, per bushel	3 75	3 90
Beans, Japan, per busb.	3 90	4 00
Coffee, whole roasted, Rio	....	0 16
Evaporated apples, 60's	0 09	0 09½
Potatoes, per bush.	0 65	0 70
Rolled oats, 20's, 93c; 40's	....	1 83
Rolled oats, bail, $4; 80's	....	3 60
Flour, 98's	4 05	4 15
Rice, per cwt.	....	3 96
Sugar, standard gran., per cwt.	7 50	7 65
Sugar, yellow, per cwt.	....	7 15
Canned Goods—		
Apples, gals., case	....	1 50
Corn, standard, per two dozen	2 00	2 10
Peas, standard, 2 dozen	....	2 10
Plums, Lombard	....	2 20
Peaches	....	3 25
Strawberries, $4.45; raspberries	....	4 00
Tomatoes, standard, per dozen	....	2 50
Salmon, sockeye, 4 doz. talls, case, 1s	....	7 50
Cohoes, 1's, $5.75; humpbacks, 1's	....	4 35
Fruits—		
Lemons	....	4 00

SASKATCHEWAN MARKETS.

REGINA, April 29.—During past few days slight showers have occurred throughout the Province of Saskatchewan, which have been of great benefit to the grain already in the ground. Rain has not been heavy enough in most quarters to interfere seriously with seeding operations. More rain is needed. The ground in most localities is quite dry.

Changes in the sugar market all around, failed to affect the local market. Sugar is still strong at $7.44. Eggs are still going up and are harder to secure. Rhubarb is coming in quite plentifully, and is wholesaling at 4½ cents per lb. Oranges have advanced fifty cents per case, and are quoted at $4.25. Apples are scarce and have advanced in price to $1.75 per box. Butter continues to be scarce, and price remains about the same. Relief in the situation is looked for soon. Lard has advanced considerably.

Produce and Provisions—		
Buttery, creamery, per lb.	....	0 35
Butter, dairy, No. 1	....	0 30
Cheese, per lb., large	0 20½	0 20¾
Eggs, new laids	....	0 20
Lard, 3's, per case	....	9 00
Lard, 5's, per case	....	8 95
Lard, 10's, per case	....	8 90
Lard, 20's, each	....	2 95
General—		
Beans, Ontario, per bushel	....	3 90
Coffee, whole roasted, Rio	0 17	0 17½
Cream of tartar, lb.	....	0 45
Cocoanut, lb.	....	0 19
Cornmeal, bail	....	2 70
Evap. apples, 50's	....	0 08½
Flour, 98's	....	3 95
Potatoes, Ont., bush.	....	0 78
Rolled oats, bail of 80 lbs.	....	3 50
Onions, Val.	....	5 00
Oysters, per gal.	....	2 50
Rice, per cwt.	....	3 90
Sugar, standard, grand., per cwt.	....	7 44

Sugar, yellow, per cwt.		7 64
Walnuts, shelled, .41; almonds		0 41
Canned Goods—		
Apples, gals., case		1 35
Broken beans, 2's		2 65
Beans		2 28
Corn, standard, per 2 dozen		2 28
Peas, standard, per 2 dozen		2 28
Plums, Lombard	2 15	2 28
Peaches		3 21
Strawberries, 4.33; Strawberries		4 73
Tomatoes, standard, per case	2 15	2 60
Salmon—		
Sockeye, 1's, 4 doz. case		9 85
Sockeye, ½'s		12 35
Cohoes, 1's		6 00
Humpbacks, 1's		4 60
Fruits and Vegetables—		
Apples, fancy, box		1 75
Grapefruit, per crate		4 50
Sweet potatoes, per crate		4 50
Lemons		4 75
Oranges		4 25
Dried Fruits—		
Apricots, per lb.		0 12¾
Currants, per lb.		0 08⅝
Prunes, 70-80, 25's, lb.		0 10½

NEW BRUNSWICK MARKETS.

By Wire.

St. John, April 29.—The markets are unusually quiet, there being little of special interest. There is now no old cheese on the market, and new is getting lower in price, with good supplies. Price is 19c to 19½c. Rice is 4c to 4¼c, there being an easier market. Leading staples are unchanged. Flour is firm. Sugar is uncertain. Eggs are plentiful, but there are slightly firmer prices. Butter is none too plentiful and quotings are firm. General business is good and collections have slightly improved.

Produce and Provisions—		
Bacon, breakfast, per lb.	0 20	0 23
Bacon, roll, per lb.		0 17
Beef, barrel	26 00	27 00
Beef, corned, 1's	2 75	3 35
Pork, American clear, per bbl.	25 00	26 00
Pork, domestic, per bbl.	25 00	27 50
Butter, dairy, per lb.	0 27	0 28
Butter, creamery, per lb.	0 31	0 32
Eggs	0 20	0 21
Lard, compound, per lb.	0 11¼	0 11½
Lard, pure, per lb.	0 13	0 13½
Cheese, new	0 19	0 19½
Flour and Cereals—		
Cornmeal, gran.		5 75
Cornmeal, ordinary		1 85
Flour, Manitoba, per bbl.		9 05
Flour, Ontario		8 50
Rolled oats, per bbl.		8 00
Oatmeal, standard, per bbl.		8 50
Fresh Fruits and Vegetables—		
Lemons, Messina, box		7 60
Oranges, Val., case	4 00	5 50
Potatoes, bbl.	1 35	1 45
Sugar—		
Standard granulated		6 80
United Empire		6 70
Bright yellow		6 60
No. 1 yellow		6 30
Paris lumps		7 50
Lemons, Messina, box		
Beans, hand-picked, bush.	3 45	3 50
Beans, yellow eyes, per bush.	3 70	3 75
Canned pork and beans, per case	2 60	2 90
Molasses, fancy, 44c; Barbadoes	0 39½	0 40
Cream of tartar, per lb., bulk	0 38	0 41
Currants, per lb.	0 08¾	0 09
Rice, per cwt.	4 00	4 25

DEATH OF "BILLY" COLVILLE.

William Colville, who for the past 20 years has been connected as a salesman with Dugsley-Dingman Co., the Comfort Soap people, died on Tuesday last at his home in Toronto. Mr. Colville, who was familiarly known among the travelers and the trade in general as "Billy," has not been in the best of health for several months. It will be remembered he was one of the travelers who "took in" the memorable trip around the world some years ago. He was also a member of the Drummers' Snack Club of Ontario travelers, and usually was to be found at the annual outing of the boys every midsummer.

Imported Fruit Situation

Season Generally Good for Oranges, Lemons and Grapefruit—Big Increase in Consumption of Latter in Canada —Florida Tomato Prospects.

READERS of Canadian Grocer, who have followed the market reports from week to week will have noticed that consistently the fruit and vegetable situation has been on the whole good. This is possibly more true of fruit than vegetables. Of course the fruit and vegetable business has suffered just as other lines have suffered from general business depression, effect of war and so forth, but not to anything like the extent that many other businesses have felt the shock.

The orange situation has been very firm indeed. Right through from week to week in our market report we have shown that people were buying a good many oranges, and that the season for this fruit has been exceptionally good. The crops both in the case of California and Florida have been heavy; the fruit has been good and on the whole cheap. There was a good Christmas demand for oranges and this has lasted right along up to the present time. Right now at this writing the market for oranges is firm at $2.75 to $3, which three or four weeks after Easter is a good price to get. Florida did not do so well in oranges this year but made up for it in other lines. California had great success with their navels, exceptionally strong advertising on the part of some firms and growers down there, coupled with the fact that the public seemed to demand oranges and coupled also with the fact that they were cheap and good fruit, made a really strong market.

Lemons have their usual trade. It has been neither better nor worse than former years. The crop was good, the fruit was good and the price right along has not been out of the way, they are selling now for $2.75 to $3.

Growing Consumption of Grape Fruit.

Grape fruit has had a particularly good season. There is a growing demand in Canada for this fruit and year by year there is a much greater consumption than the year preceding. The Florida crop of grape fruit was exceptionally good both from point of quality and point of quantity. The price too has been reasonably cheap right along and has held up fairly firmly. The increase in the consumption of grape fruit has been one of the features of the fruit market this season. Gradually it is becoming more and more common in Canada and Floridans are finding a better market up here for their product. It is estimated by one importer that the consumption of grape fruit this year has been 50 per cent. heavier than last year.

Florida's Prices for Tomatoes.

Tomatoes have sold fairly well. Here again Florida has scored turning in some good new stuff, the best of which is selling for $4.50 to $5 a crate. Inferior quality may be had anywhere from a dollar to three dollars and a half.

With regard to the situation for the future there are one or two things of interest to note. We saw a letter from an investigator down in Lake Worth, a thriving, go-ahead fruit and vegetable district in Florida, dealing with the crops of tomatoes and cucumbers there. This letter says that at present in this district growers are getting prices of $2.60 per crate of fancy stuff, and $2.45 for seconds. The cost to each grower is only 40c per crate. This includes packing and hauling to the station and about 25 to 35 per cent. extra per crate for growing.

Cucumbers are in the same position. They are selling for $8 per hamper F. O. B. station. The price of these to produce is possibly somewhere around 50 or 60c. At any rate the cost to the grower cannot be more than $1, everything included.

The explanation of these exceptional prices is that the frost has touched most parts of Florida, and the people in Lake Worth district have escaped. Finding competition eliminated they have been able to make more or less their own prices. The crop of tomatoes and cucumbers down in this district is exceptionally heavy. It looks as if prices will not be very easy in this market for futures. We hear that early tomatoes are selling for $4.50 to $5 a crate and an inferior quality about $3.50.

TOO MUCH WATER IN THE BUTTER.

Two wholesale butter firms of Vancouver were recently fined in the police court of the Pacific Coast city for selling butter with more than the ordinary amount of water in their produce. Six charges against retailers were withdrawn, the court agreeing that the wholesalers were mostly to blame. Several retailers said that they had no way of finding out if there was more than 16 per cent. of water in the butter, the maximum amount allowed by law.

New Asparagus and Green Onions

Selling at Advantageous Prices—Season on These is Unusually Early — Strawberries are Cheaper—Pineapples Down—Lemons Easier in Montreal—Hot Weather is Fine Fruit Weather.

MONTREAL.

FRUITS.—Red Spanish pineapples are coming in riper, but generally pineapples are inclined to be green. The weather is hardly warm enough yet. As soon as the hot weather comes, ripe pineapples should be coming in. Prices range from 3.50 to 4.00. The price on smaller Cal. navel oranges has been advanced 25c, being now 3.25, while larger sizes—96-100 size—remain at 3.00 per box. Mexican also are unchanged. Bananas, while quoted the same as last week, are distinctly firmer. Now that steamships have begun to arrive, there should be a better demand for cranberries. Lemon market is easier, prices on fancy messinas 300 size being down to 2.75 per box. Two quotations on grapefruit — 46-54-64 are 2.75, and 80-96 size are 2.50. Cocoanuts are being quoted as high as 5.00 per sack. Strawberries did not get as cheap as expected. Quotations this week are 16c for less than quart cups. There is still a good demand for apples.

Apples—		
Baldwins, No. 1, bbl.	....	3 75
Ben Davis, No 1, bbl.	....	4 00
Spies, No. 1, bbl.	....	4 50
Starks, No. 1	....	4 50
Russets, No. 1, bbl.	....	4 50
Fameuse, No. 1, bbl.	....	6 00
McIntosh Reds, No. 1, bbl.	....	6 00
No. 2 varieties, 50c to $1 less per barrel.		
Bananas, crate	2 00	2 25
Cocoanuts, sack	4 00	5 00
Cranberries, bbl.	....	5 00
Grapefruits, case	2 50	2 75
Grapes, Belgium hothouse, lb.	1 00	1 25
Lemons—		
Messina, Verdelli, extra fancy, 300 size	2 50	2 75
Limes, box	....	1 25
Oranges—		
Cal. Navel, 126-150-176-200-216-250-288	....	3 25
Cal., 96-100 size box	....	3 00
Mexican, 126-150-176	2 25	2 50
Pineapples, 18-24 per crate	3 50	4 00
Strawberries per box	....	0 16

VEGETABLES.—New cabbages are down slightly, quotations being 3.50 to 3.75 per bbl. Old cabbage almost maintains its old price of 2.75 to 3.00 bbl. Grocers in Montreal are offering new cabbage at 8c per lb., which is rather high. A profit of 2c might be made selling for 6c. Wax and green beans continue too high for the average retailer, between 8.00 and 9.00 being asked. There are no leeks offering. Boston lettuce is up to 2.50 for boxes of 2 dozen each. Cauliflowers which are getting scarcer every week, are now as high as 3.25 per dozen. Celery is down to 2.75. New carrots and beets are firmer, and have been offered this week at 1.50 per dozen bunches. Spanish onions are off the market practically, the few offering being at high prices. Good red onions are scarce, and quotations are 2.50 per sack. Asparagus is worth 5.50 for No. 1, and 4.50 for No. 2. The former should be down to 5.00 by the time this reaches the trade. Spinach has dropped considerably in New York, and is quoted here at 3.00 per bbl. There are some good tomatoes coming in, but inclined to be green. They are asking 4.00 for them.

Beets, new, doz.	1 25	1 50
Beets, bag	....	0 40
Beans, wax, basket	8 00	9 00
Beans, green, basket	8 00	9 00
Cabbage, per bbl.	2 50	3 00
Cabbage, red, per bbl.	....	1 50
Cabbage, new, bbl.	....	4 00
Carrots, bag	....	0 75
Carrots, new, doz.	1 25	1 50
Cauliflower, Florida-Cal., doz.	....	3 25
Cucumbers, fancy, doz.	1 50	2 00
Celery, Florida	....	2 75
Horseradish, lb.	....	0 12½
Head lettuce, per box, 2 doz.	....	2 50
Curly lettuce, per box, 3 to 4 doz.	....	2 00
Mushrooms, 4 lbs., basket	....	2 25
Onions—		
Spanish, per case	....	5 50
Red, 100-lb. bags	1 75	2 00
Yellow, 100-lb. bag	1 75	2 00
Parsnips, bag	....	1 25
Parsley, Canadian, doz. bunches	....	0 35
Peppers, green, 3½-qt. basket	0 50	0 60
Potatoes—		
Montreal, bag	....	0 55
Green Mountain	....	0 65
New, bbl.,	....	9 50
Potatoes, sweet, Jersey, hpr.	....	2 75
Radishes, doz.	....	0 35
Rhubarb, hothouse, doz.	0 75	1 25
Spinach, American, in bbls.	....	3 00
Turnips, bag	....	0 75
Tomatoes, Florida, crate	....	4 25
Tomatoes, Bahamas, crate	3 00	3 50
Watercress, American, doz.	0 75	0 90
Watercress, Canadian, doz.	....	0 50

TORONTO.

FRUIT.—Some spies at $2 a box are selling well. They are about the only apples getting any business at present. Grapes are pretty well all through, though a few tualagas are selling here and there. They are not really quotable however. Navels are higher still, with $3 as outside price. They are firm and demand continues good. Strawberries are worth 40 cents a quart. Some are going for 35 cents. Pint baskets fetch around 18 cents. Pineapples, though demand continues good, are lower again and we quote $4 to $4.50. Lemons are firm at ruling prices. Trade generally is good. Orders are of bigger extent.

Apples—		
Wagners	....	2 75
Greenings	2 75	3 25
Baldwins	2 50	2 75
Spies	4 50	5 00
Spies, box	....	2 00
Seeks	2 25	2 50
Canada Reds	2 50	2 75
No. 2s, 40-50c less.		
Bananas, per bunch	1 40	1 75
Cocoanuts, sack	4 00	4 25
Grapes—		
Malaga, barrel	4 50	6 90
Malaga, fancy, barrel	5 00	6 00
Grapefruit	2 75	3 00
Oranges—		
Florida	2 25	2 50
California navels	2 75	3 00
Lemons, Messinas	3 00	3 50
Lemons, California	3 00	3 50
Limes, per 100	....	1 25
Pears—		
California, box	....	3 25
Canadian, late varieties	0 25	0 30
Pineapples, Porto Rico, case	4 75	5 00
Strawberries, qt. box	0 35	0 40
Strawberries, pt. box	0 17	0 19

VEGETABLES.—Cabbage at $1.50 a dozen is new stuff, and is getting good business. Canadian asparagus is in the market a couple of weeks' earlier than usual, and sells well for $2.50 to $2.75, while American stuff at $5 to $5.50 is firm and in good demand Price is up 50 cents this week, though we hear of some going for $4.50. Canadian spinach is moving quickly at a dollar a basket. Sweet potatoes are off, but new Florida stuff at $3.75 is getting the business. Bermuda potatoes are worth a quarter more. Green onions are arriving now at 10 to 15 cents a dozen. They are nice and fresh and are selling well. Cucumbers remain firm at ruling levels. Celery is moving fairly freely at $5 to $6. Mushrooms for a high class trade are fetching 70 cents. Business is consistently good, and root stuff has started to move a little better.

Asparagus, Canadian	2 50	2 75
Asparagus, case	4 50	5 00
Beets, Canadian, bag	0 30	0 40
Beets, American	....	0 75
Cabbage, Canadian, dozen	0 50	0 75
Cabbage, new, doz.	....	1 50
Carrots, bag	0 50	0 75
Carrots, American	....	0 75
Citrons, doz.	....	0 45
Cucumbers—		
Slicing, hothouse	2 25	2 75
Crate	4 00	4 50
Celery, California, case	5 00	6 00
Celery, Florida	2 25	3 00
Mushrooms, per lb.	0 60	0 70
Water cress, 11-qt. basket	....	0 50

(Continued on page 45.)

Fresh Lake Trout Selling

Moving Well in Both Markets—Lobster Sells at Lower Levels—Lake Herrings Reduced in Price—Western Halibut Scarce.

MONTREAL.

FISH AND OYSTERS. -- Western fresh halibut remains scarce, while the eastern is coming in pretty freely at steady prices. Advices are arriving that some fish will be shipped during the present week either from Prince Rupert or from Vancouver, at a pretty stiff price. Included in this will be the first shipment of fresh salmon of the season. Of course, the price will be a novelty one—20-22c per lb. Eastern fishing continues satisfactory, and quite a good supply is expected this week. Canadian rivers and lakes are also producing heavily, and for a couple of weeks more, stocks will arrive in quantities sufficient to enable them to be disposed of at low prices. Lake trout and whitefish are arriving a little more freely, and are being sold at lower prices. A consignment of Holland herrings due here, is coming direct to this port, and will be one of the first steamships to reach Montreal. Trade in pickled, salted, and preserved fish is quiet, and prices are low. Live lobsters will be lower because of the lower price being asked for canned lobster. Producers will try to get rid of as much as they can in the fresh state. Live lobsters are 2c cheaper this week, being quoted at 18c per lb.

TORONTO.

FISH AND OYSTERS.—Fresh trout is in now from Georgian Bay, and is having a good sale at thirteen cents. Herrings—lake herrings—from the same place are moving fairly well. We quote ten cents. Whitefish continue a strong leader at 15 cents. Lobster is easier at 35 cents, and the reduction seems to have brought good business; there is a lot of lobster selling just now. Sea salmon is down a nickel, too. It is coming in more freely now. There is a big demand for smoked fish this week. Herrings are a couple of cents lower and get good business. So do ciscoes. Little necks and winkles are getting their ordinary call. Roe shad, for the people who can afford it, is a good seller. Halibut, cod and haddock have their ordinary business. Trade is very good; better than usual at this time of year. Butchers claim that their trade is being injured, in some sort, by the competition from the fish men, and certainly these latter are doing more than they used to do. Oysters are more or less dead now, and show no sign of resurrection.

SMOKED FISH.

	Montreal	Toronto
Haddies, per lb., new cured	.07-.08	.10-.12
Haddies, 15-lb. and 30-lb. boxes, lb.	.07-.07½	.10-.12
Haddies, fillets, per lb.	.08	.12
Haddies, Niobe, boneless, per lb.	.08½	...
Herring, Ciscoe, per lb.	.10	.10
St. John bloaters, 100 in box	110	1.20
Yarmouth bloaters, 60 in box	1.20	1.27
Smoked herrings, medium, box	.20	...
Smoked boncless herrings, 10-lb. box	1.10	...
Kippered herrings, selected, 60 in box	1.50	1.25-1.60
Smoked salmon, per lb.	.25	.23
Smoked halibut	...	.20

FROZEN FISH—SEA FISH.

	Montreal	Toronto
Salmon—		
Gaspe, large, per lb.	.15	.21
Red, steel heads, per lb.	.12	.12-.13
Red, sockeyes, per lb.	.12	.10
Red, Cohoes or silvers, per lb.	.08-.08½	.10
Pale, qualla, dressed, per lb.	.07-.07½	.07½-.08
Halibut, white western, large and medium, per lb.	.07½-.08	.09
Halibut, eastern chicken, per lb.	.07½-.08	.10
Mackerel, bloater, per lb.	.07½-.08	.09
Haddock, medium and large, lb.	.03½-.04	.10-.12
Market codfish, per lb.	.03½	.04
Steak codfish, per lb.	.04-.04½	.10
Canadian soles, per lb.	.06	...
Blue fish, per lb.	.15-.16	...
Smelts	.09	.18-.20
Herrings, per 100 count	3 00	....
Round pike	.05-.5½	....
Grass pike	.06	.06½

DRIED AND PREPARED FISH.

Dried codfish, medium and small, 100 lb.	7 00	7 50
Dried hake, medium and large, 100 lb.	6 00	....
Dried pollock, medium and large, 100 lb.	6 00	....
Dressed or skinless codfish, 100-lb. case	7 25	8 00
Boneless codfish, 2-lb. blocks, 20-lb. bxs., per lb.	0 08	0 08
Boneless codfish, 2-lb. blocks, 20-lb. bxs., per lb.	0 07	0 07
Boneless codfish, strips, 20-lb. boxes	0 12	0 10
Shredded codfish, 12-lb. boxes, 24 cartons, a box	1 80	1 80
Boneless codfish, in 2-lb. and 3-lb. boxes	0 15	0 15

BULK OYSTERS, CLAMS, ETC.

Stsndard, solid meats, gal.	1 70	1 75
Standard, bulk, gal.	1 40	1 40
Selects, per gal., solid meat	2 00	2 50
Best clams, imp. gallon	1 50	....
Best scollops, imp. gallon	2 00	2 25
Best prawns, imp. gallon	2 25	....
Best shrimps, imp. gallon	2 25	....
Sealed, best standards, qt. cans, each	0 40	....
Sealed, best select, quart cans, each	0 50	....

CLAMS, MUSSELS AND SHELL FISH, CRUSTACEANS, ETC.

Cape Cod shell oysters, per bbl.	8 00	....
Canadian cultivated oysters, bbl.	9 00	10 00
Clams, per bbl.	6 00	8 00
Live lobsters, small, lb.	0 15	0 35
Live lobsters, medium and large, lb.	0 18	....
Live lobsters, medium and large	0 18	....
Winkles, bush.	2 00	2 00
Little necks, per 100	1 25	1 50

FRESH SEA FISH.

	Montreal	Toronto
Halibut	10 —12	0 12
Haddock, fancy, express, lb.	5 — 6	0 08
Steak, cod, fancy express, lb.	7 — 7½	0 10
Herrings, Gaspercaux	2	....
Flounders	6	0 14
Salmon, Western	0 22	0 25
Salmon, Eastern	0 50	....

FRESH LAKE FISH.

Carp, lb.	0 07	....
Pike, lb.	0 06	0 10
Perch, lb.	0 06	0 10
Suckers, lb.	0 05	0 07
Whitefish, lb.	0 14	0 15
Herrings, lb.	....	0 10
Lake trout, lb.	0 15	0 13
Dressed bullheads	0 10	....

FROZEN—LAKE AND RIVER.

White fish, large, per lb.	.08½-.09
White fish, small tullbees, per lb.	.05½-.06
Lake trout, large and medium, lb.	.09
	.12
Dore, dress or round, lb.	.08
	.09-.10
Pike, dressed and headless, lb.	.06-.06½
	.07
Pike, round, per lb.	.05½-.06
	.06-.07

PICKLED FISH.

Salmon, Labrador, tierces, 300 lb.	20 00	....
Salmon, Labrador, bbls., 200 lbs.	14 00	....
Salmon, Labrador, half bbls., 100 lbs.	7 50	....
Salmon, B.C., bbls.	13 00	14 00
Sea trout, Baffin's Bay, bbls., 200 lb.	12 00	....
Sea trout, Labrador, bbls., 200 lb.	12 00	....
Sea trout, Labrador, half bbls., 200 lb.	6 50	6 50
Mackerel, N.S., bbls., 200 lb.	12 00	....
Mackerel, N.S., half bbls., 100 lb.	7 00	....
Mackerel, N.S., pails, 20 lbs.	1 75	2 00
Herrings, Labrador, bbls.	6 00	6 25
Herrings, Labrador, half bbls.	3 25	3 25
Lake trout, 100-lb. kegs	6 00	6 00
Quebec sardines, bbls.	6 00	....
Quebec sardines, half bbls.	3 50	....
Tongues and sounds, per lb.	0 07½	....
Scotch herrings, imported, half bbls.	8 00	....
Holland herrings, imp'ted milkers, hf bbls	8 00	....
Holland herrings, imp'ted milkers, kegs.	0 95	0 75-1 00
Holland herrings, mixed, half bbls.	7 00	....
Holland herrings, mixed, kegs	0 85	0 70-0 95
Lochfyne herrings, box	1 35	....
Turbot, bbl.	14 00	....
Green cod, No. 1, bbl.	10 00	10 00
Green cod, No. 2, bbl.	8 50	8 50

WINNIPEG.

FISH.—This is very much better between seasons in the fish market. Fresh lake fish is still unobtainable, and supplies of frozen fish are almost exhausted. There is a comparatively good demand for fresh salmon and halibut, also for whitefish. Other lines are not moving rapidly.

Fish—	
New fresh jackfish	0 03¾
New tulibees	0 06
Fresh whitefish	0 08
Fresh pickerel	0 07½
Trout	0 10
Gold eyes	0 03½
Halibut	0 09
Frozen halibut	0 09
Salmon	0 16
Frozen salmon	0 10
Fresh cod	0 10
Fresh smelts	0 11
Oysters, per gal., Imperial	2 90
Carriers (4¼ Imperial gal.)	10 75
Shell oysters, per cwt.	1 75
Shell oysters, per bbl.	17 00
Haddies	0 09
Haddies, fillets	0 12½
Bloaters, box	1 50
Kippers, per box	1 75
Ocean herring, lb.	0 06

W. A. Stonehouse, Steelton, Ont., grocer, has sold to D. Robertson.

J. R. Skinner & Son, have reopened the Palm Grocery, in West Lorne, Ont.

A. T. Bonathan has purchased the general store business of W. S. Mitchell, Paisley, Ont.

Advancing Market for Pork Products

Montreal Records Advances—Toronto Prices Firm—Egg Storing Begins Unusually Early—Is It Wise?—New Butter and Cheese Coming in Freely.

MONTREAL.

PROVISIONS.—Boiled hams were advanced to 26c per lb. on Wednesday. The tendency is up on several lines. Compound lard is not selling for less than 9¾c, and there is a good demand for it. There are few demands for pure lard in tierces, but there is a good demand for 60-lb. tubs. Tierces are still quoted at 12¼c.

Hams—		
Small, per lb.	....	0 18
Medium, per lb.	....	0 17½
Large, per lb.	....	0 16
Backs—		
Plain, bone in	....	0 21
Boneless	....	0 24
Peameal	....	0 24
Bacon—		
Breakfast, per lb.	....	0 20
Roll	....	0 16
Shoulders, bone in	....	0 14
Shoulders, boneless	....	0 15
Cooked Meats—		
Hams, boiled, per lb.	....	0 26
Hams, roast, per lb.	....	0 28
Shoulders, boiled	....	0 25
Shoulders, roasted	....	0 26
Dry Salt Meats—		
Long clear bacon, 50-70 lbs.	....	0 15½
Long clear bacon, 80-100 lbs.	....	0 14½
Flanks, bone in, not smoked	....	0 15½
Barrelled Pork—	Per	bbl.
Heavy short cut mess	....	26 00
Heavy short cut clear	....	26 00
Clear fat backs	....	29 00
Clear pork	....	27 00
Lard, Pure—		
Tierces, 350 lbs. net	....	0 12¼
Tubs, 50 lbs., net	....	0 13
Boxes, 50 lbs., net	....	0 12½
Pails, wood, 20 lbs., gross	....	0 12¾
Pails, tin, 20 lbs., gross	....	0 12¾
Cases, 10 lbs. tins, 60 in case	....	0 13
Cases, 3 and 5-lb. tins, 60 in case	....	0 13¼
Bricks, 1 lb., each	....	0 13¾
Lard, Compound—		
Tierces, 375 lbs., net	0 09¾	0 10
Tubs, 50 lbs., net	....	0 10½
Boxes, 50 lbs., net	....	0 10¾
Pails, wood, 20 lbs., net	....	0 10¾
Pails, tin, 20 lbs., gross	....	0 10¾
Cases, 10-lb. tins, 60 in case	....	0 11½
Cases, 3 and 5-lb. tins, 60 in case	....	0 11½
Bricks, 1 lb., each	....	0 12½
Hogs—		
Dressed, abattoir killed	12 75	13 25

BUTTER.—In the country last week end, sales were made around 32c. This is a considerable drop compared with prices for the week before—about three cents. The retailer was paying 35c to wholesalers early in the week, but by the time this reaches the trade, the price should be down to 33c. The quality of the new butter being made is first class for fodder butter. Little old is left, and that is American which has been brought in here during the past few weeks. There is practically no more American butter coming in.

Butter—		
Finest creamery	....	0 33
Dairy prints	....	0 28
Dairy, solids	....	0 26
Separator prints	....	0 26
Bakers'	....	0 24

CHEESE.—The price for new made in the country is down to a little over 15c, but wholesalers in the city are getting the old price—from 18 to 19c. The reason for this high price being maintained is that there is little old left, and little being made as yet.

Cheese—		
Old make	0 18	0 19
New make,	0 17½	0 18
Old specials, per lb.	....	0 20
Stilton	0 19	0 20

EGGS.—The following were the quotations early this week: No. 1's 23c; selects 24c; stamped eggs 25c. These are higher prices than have prevailed for several weeks, but the price in the country has been high for two weeks, very high in fact, considering the questionable outlook for eggs. The sales of eggs are much below what they were last year at this time, and have been lower for some time.

Eggs, case lots—		
Stamped	....	0 25
Selects	....	0 24
No. 1's	....	0 23

POULTRY.—Live ducks are considerably cheaper this week, dealers having difficulty in securing more than 24c for them, so that much lower prices are likely. There are few available, and demand is small. They are hardly worth quoting. Fowls move very slowly, and the price remains about the same. Farmers are holding on to their stock. Spring chickens are not expected in for another month or more. Demand for turkeys is only light. Live geese are bringing about 10 to 13c. Generally speaking, the demand for frozen poultry continues good.

Fresh Stock—	Live.	Dressed.
Fowl, 5 lbs. and over	19	17—18
Fowl, small	16	14—16
Spring chicken	.....	21—25
Turkeys, fancy	.....	20—25
Ducks	22—24	16—18
Geese	10—13	15
Pigeons, pair	.....	30—35
Squab pigeons, pair	.....	50—60

TORONTO.

PROVISIONS.—Hogs are higher, and for that reason all pork products are firmer, though not actually higher this week. They were advanced last week. They are always up as summer comes along, and a half a cent to a cent advance is registered at intervals. Lard, particularly pure, is firm and market is advancing.

Hams—		
Light, per lb.	0 17½	0 18
Medium, per lb.	0 16½	0 17
Large, per lb.	0 15	0 15½
Backs—		
Plain, per lb.	0 20	0 21
Boneless, per lb.	0 23	0 24
Pea meal, per lb.	0 24	0 24
Bacon—		
Breakfast, per lb.	0 18½	0 22½
Roll, per lb.	0 14	0 15
Shoulders, per lb.	0 13½	0 14½
Pickled meats—1c less than smoked.		
Dry Salt Meats—		
Long clear bacon, light	0 13½	0 14
Cooked Meats—		
Hams, boiled, per lb.	0 23	0 24
Hams, roast, per lb.	0 24	0 25
Shoulders, boiled, per lb.	0 21	0 22
Shoulders, roast, per lb.	0 21	0 22
Barrelled Pork—		
Heavy mess pork, per bbl.	25 00	26 00
Short cut, per bbl.	26 00	27 00
Lard, Pure—		
Tierces, 400 lbs., per lb.	0 11¾	0 11¾
Tubs, 60 lbs.	0 12	0 13¼
Pails	0 12¼	0 12¾
Tins, 3 and 5 lbs., per lb.	0 13	0 13¼
Bricks, 1 lb., per lb.	0 13¼	0 13¾
Lard, Compound—		
Tierces, 400 lbs., per lb.	0 09	0 09½
Tubs, 50 lbs., per lb.	0 09¾	0 10
Pails, 20 lbs., per lb.	0 10	0 10¼
Hogs—		
F.O.B., live, per cwt.	....	7 45
Live, fed and watered, per cwt.	....	7 75
Dressed, per cwt.	10 00	10 50

BUTTER.—There is an easier tone to the market. Receipts are increasing, and we quote creamery prints for storage at a slightly wider range, 31 to 33 cents. There is considerable selling at the lower figure. The new stuff is coming right along now, and as the rains come and the grass grows there will be more milk and lower prices. Fresh made is down a cent too. Lower grades remain steady at prices which obtained last week. The more domestic stuff we get the less American butter will be used. The slight decline that we predicted last week is materializing. It should go further as weeks go on.

Butter—		
Creamery print, storage	0 31	0 33
Creamery prints, fresh made	0 33	0 34
Separator prints	0 27	0 28
Dairy prints, choice	0 26	0 27
Dairy, solids	0 22	0 24
Bakers	0 19	0 23

CHEESE.—New stuff is coming in right along now, and gradually prices will ease up. We quote 17 to 17½ for large; there is a lot to be had at 17 cents. Old stuff is getting pretty well cleaned up at the high figures which have ruled all winter. Nobody is sorry to see new cheese at reasonable prices.

Cheese—		
Old, large	0 19	0 19½
Old, twins	0 19¼	0 19¾
New, large	0 17	0 17½
New, twins	0 17¼	0 17¾

EGGS.—There are no price changes to report this week. Prices should ease up right along now, though. Receipts of new laids are very large. We are be-

ginning the two or three weeks of heaviest production. Prices remain firm owing to the heavy storage demand. This is unusually early for storing, two or three weeks before usual. In a letter to a concern here a prominent egg man in New York expresses his surprise at the early start, in view of the heavy production and the fact that prices will cheapen. He says that egg men surely have a lot of nerve to store new laids at these present levels.

Eggs—		
New laid, in cartons	0 23	0 24
New laid	0 21	0 22
Cracked eggs	0 18	0 19

POULTRY.—There is hardly anything coming. There hasn't been a live bird on the Street this week, and it would be a shock if one were to appear. Provision men would think it was a wraith. Prices aren't quotable. There is a wide range and such a variety. Spring chicken is in good demand, and what there is gets anywhere from 11 to 16 cents. General average is around 13c. Demand for frozen stuff keeps good.

Fresh Stock—	Live.	Dressed.
Fowl	12—15	13—15
Spring chicken, lb.	12—16	15—18
Fancy, crate-fed chicken, 5 lbs.	16—18	18—20
Turkeys, fancy		20—24
Turkeys, old Tom	15—16	18—20
Ducks	12—14	15—17
Geese	10—12	10—13

WINNIPEG.

PRODUCE.—On the whole business is reported satisfactory. There have been no changes whatever in price of cured meats, and lard still remains at the advanced prices struck a little time ago. The market for lard is strong.

Cured Meats—		
Hams, per lb.		0 20
Shoulders, per lb.		0 15
Bacon, per lb.		0 25
Long clear, D.S., per lb.		0 14
Mess pork, bbl.		21 00
Lard—		
Tierces		13 00
Tubs		7 95
Pails		2 73
Cases, 5s		8 32
Cases, 3s		8 40

BUTTER.—It is expected that prices here should come down before long. Butter, of course, is exceedingly high for this time of year, due to the fact that there is little or no storage butter left, but this is perhaps due to some exporting during last fall and winter, also to the fact that there really was not the butter in the country. The spring weather is certain to result in more milk going to the creameries, and a drop in price may be expected at any time.

Butter—		
Creamery, Manitoba		0 35
Dairy	0 27	0 31
Cooking	0 22	0 23
Bricks, 1 lb., per lb.	0 13	0 13¼

CHEESE.—New stock is being received. This is not coming in any great quantities, however, and prices remain at the old quotations.

Cheese—		
New, large		0 20
New, twins	0 20½	0 21

EGGS.—Good supplies are being received, and eggs are going extensively into storage. The impression is that these are now about as low as they will go, although in June and July there may be a great quantity thrown on the market, since it is felt the difficulty in financing will prevent a number storing eggs who formerly have done so. This week prices are generally quoted at from 17 to 19c.

Eggs, new laid, doz.	0 17	0 19

POULTRY.—Perhaps because of the rather high price for meat, a good demand is being felt for this time of year. Chickens especially are wanted.

Fresh Stock—		
Turkeys, per lb.	0 18	0 25
Ducks, per lb.	0 10	0 16
Chickens, per lb.	0 15	0 25
Geese, per lb.	0 15	0 17

FRUIT AND VEGETABLES.

(Continued from page 42.)

Onions—		
Spanish, big crate	4 25	4 50
Can., 75-lb. bags	1 25	1 50
Can., 100-lb. sacks	2 50	2 75
Green peppers, basket		0 75
Potatoes, Delaware	0 65	0 70
Potatoes, Canadian, bag	0 60	0 65
Potatoes, Florida, new, bush.		3 75
Potatoes, new, Bermudas		4 00
Parsley, basket, 11-qt.	0 30	0 35
Parsley, American		0 75
Pumpkins	0 10	0 20
Tomatoes, hothouse, lb.	0 25	0 30
Tomatoes, Florida, crate	4 00	4 50
Turnips, bag		0 30
Lettuce, leaf	0 20	0 30
Lettuce, Boston, head, small	2 50	2 75
Parsnips, Canadian, bag	0 55	0 65
Persimmons, California, crate		2 50
Pommegranates, doz.		0 75
Pommegranates, crate	3 00	3 25
Rhubarb, hothouse	0 90	1 15
Spinach, bushel		1 00

WINNIPEG.

FRUIT AND VEGETABLES. — The week has seen a number of changes both in price and in lines which are upon the market. Barrel apples are practically off. Same is true of grapes. California lemons have risen materially, being now quoted at $4.25 per case, and they are sure to go higher. The demand is getting heavier and with the summer comes the necessity of icing cars—itself costing 25c per box, and also the necessity of making allowance for waste.

Navel oranges are strong at $3.50 and are likely to go higher. When they go above $4 it will almost result in the introduction of Valentia oranges. Mediterranean sweets are soon expected to be here. Pineapples are now coming in from California, being quoted at $6 per case. Demand is fair. Cubans are expected in few months' time, and then prices will be materially lower. It is expected that they will be low enough towards the end of May to make preserving possible. For strawberries there is a fair demand. Owing to rather uncertain quality and crop it has been necessary to express a lot of these berries in order to get them here in good shape. These express berries have been selling at $6 per crate, at which price the demand is weak. Some coming by car express sold on Monday at $5. They moved well. With bananas are coming in cocoanuts, which are being quoted at $1 per dozen.

Apples—		
Washington		1 60
B. C., box apples		1 50
Bananas, lb.		0 04½
Cranberries, case		2 75
Cocoanuts, doz.		1 00
Grape fruit	3 25	4 00
Lemons—		
California		4 25
Oranges, California Navels		3 50
Pineapples, per case		6 00
Strawberries—		
Express, per crate		6 00
Car express, per crate		5 00

VEGETABLES.—Many new lines are on the market this week, and local stuff coming has resulted in some Southern lines being practically forced off.

Leaf lettuce is being peddled locally by market gardeners, with the result that the price in this has dropped to 40c per dozen. Valencia onions are off the market. The week has seen the arrival of a splendid car of Oregon yellow onions and these at $3.25 per bag have moved rapidly. Local handlers have received information that some buyer in Winnipeg has an order for foreign delivery. It is supposed that this supply must be wanted for military purposes. There will be considerable difficulty experienced, however, in getting the goods. Washington rhubarb has dropped 25c, being now quoted at $2 per case. California green peas are now arriving, selling at 15c per lb. New carrots with tops, and beets are selling at $1 per dozen bunches. Asparagus, too, is moving well; California stock weighing about 25 to 35 lbs. per case is selling at $5.50 and Washington grass, weighing about 20 lb. per case, is quoted at $2.50.

Asparagus—		
Washington, per case (about 20 lbs.)		2 50
California, per case (about 25-35 lbs.)		5 00
Celery, Florida (about 4 doz. to case)		4 00
Texas cabbages		0 04½
Cauliflour, per doz.		2 00
Head lettuce, California, per doz.		1 00
Leaf lettuce, doz.		0 40
Onions—		
Oregon, 100-lb. sacks		3 25
Potatoes, new, Louisiana, per lb.		0 08
Parsley, per doz. bunches	0 40	0 50
Rhubarb, Washington, 40-lb. crate		2 00
Sweet potatoes, per lb.		0 06
Spinach, Washington, 20-lb. crate		1 75
Tomatoes, Florida, per case		6 00
Honey, comb, per case (24 sections)		5 50
Green peas, California, per lb.		0 15
Carrots and beets, California, doz. bchs.		1 00

FINED UNDER TRADING STAMP ACT.

The International Scrip Co. of Western Canada were fined $100 and costs in a Calgary (Alta.) court recently for contravening the Trading Stamp Act. Some time ago Canadian Grocer showed how these "scrip" people were operating in the West and hinted that it was possible their methods were not in accordance with the Trading Stamp Act. The so-called "scrip" in which they dealt was sold to the merchants, who in turn handed it out to purchasers. By collecting it customers could use it in traveling on the railways and steamboats.

Will Flour Go Still Higher?

Feelings in Large Markets is in Affirmative—Cereals Mostly Quiet—Good Demand for Feeds—Prices on May Wheat 'Way Up—Manitoba Flour for Export.

MONTREAL.

FLOUR.—A strong feeling has characterized markets for spring wheat flour during past ten days, but no further advance has taken place since those announced in last issue, amounting to 40c. This brought price of first patents up to 8.20, seconds to 7.70, and strong clears 7.50. This price established a new record for spring wheat flour in Canada, this being the highest price for a good many years. This action the millers claim was justified on account of the high price reached by wheat. It would not surprise the trade here if prices went still higher. In sympathy with the advance in spring wheat flour, a slight advance took place in winter wheat flour, but there is no improvement in the demand which amounts only to hand to mouth. The demand for spring wheat flour is considerably better.

Manitoba Wheat Flour—	Per bbl. of 2 bags
First patents	8 20
Second patents	7 70
Strong bakers	7 50

Flour in cotton sacks, 10 cents per barrel more.

Winter Wheat Flour—	Car lots.	Small lots.
Fancy patents	7 55	7 55
90 per cent., in wood	7 20	7 30
90 per cent. in bags	3 25	3 50

CEREALS.—The market for rolled oats is considerably firmer owing to a fairly good demand for supplies for export. On the other hand, demand from home is quiet, being principally for small lots. There is little change in prices.

Cornmeal—	Per 98-lb. sack
Gold dust	2 50 2 55
Unbolted	.... 2 25
Rolled Oats—	90's in jute.
Small lots	3 45 ....
25 bags or more	3 40 ....
Packages, case	.... 4 75

Rolled oats in cotton sacks, 5 cents more.

Oatmeal—fine, standard and granulated, 10 per cent. over rolled oats in 90s, in jute.

Rolled Wheat—	100-lb. bbls.
Small lots	.... 3 90
Hominy, per 98-lb. sack	.... 2 75
Corn flour, bag	.... 3 05
Rye flour, bag	.... 3 30
Barley, pot	2 70 2 75

FEEDS.—There has been little change in prices for two months or so, sales of bran still being made at $26, and of shorts at $28. Middlings are bringing from $33 to $34 per ton. There has been a demand from the United States for bran, but prices the Americans are willing to pay are too low.

Mill Feeds—	Per ton
Bran	26 00
Shorts	28 00
Middlings	30 00
Wheat moulee	38 00
Feed flour, bag	2 55
Mixed chops, ton	41 00
Crushed oats, ton	43 00
Barley, pot, 98 lbs.	2 85
Oats, chop, ton	43 00
Barley chop, ton	37 00
Feed oats, cleaned, Manitoba, bush.	0 76
Feed wheat, bag	2 35

TORONTO.

FLOUR.—There is no change in prices this week. The advance of forty cents last week did not make any material difference to trading. Business at home is quiet, though export has looked up some this last few days. There was a big parcel of Manitoba flour went forward to Britain last week-end at the advanced price. Ontario flour, notwithstanding the fact that it did not share in the advance last week, is dull, and there is little call at time of writing. Notwithstanding the slow market, however, as we prophesied last week, another increase is in the offing. It has not materialized at this date, but it will not be long delayed. The reason, as before, is the extraordinary price of wheat. Chicago wheat is worth $1.65, and Winnipeg wheat $1.64. This latter shows a gain for the week of nearly three cents a bushel, and there is no indication that this will be the last upward movement. There is an excessive demand both for American and Canadian stuff, particularly for European buying, and with wheat where it now stands flour prices are low. We pointed out last week that, despite increase in flour levels Manitoba was, according to millers, still thirty cents below the market. Ontario is even lower. Advances in both are a likelihood.

Manitoba Wheat Flour—	Small lots. per bbl.	Car lots. per bbl.
First patents	8 30	8 10
Second patents	7 80	7 60
Strong bakers	7 60	7 50

Flour in cotton sacks, 10c per bbl. more.

Winter Wheat Flour—	Small lots. per bbl.	Car lots. per bbl.
Fancy patents	7 40	7 [illegible]
90 per cent.	7 [illegible]	[illegible]
Straight roller	7 00	6 80
Blended flour	7 00	7 00

CEREALS.—Rolled oats are quiet again, and little business is being put through. Barley displays some activity of the spasmodic kind, but is not steadily firm. The end of the season has come for split peas, and they are in good demand because of the scarcity. Cornmeal is easier. So is whole wheat flour.

Barley, pearl, 98 lbs.	....	5 00
Buckwheat grits, 98 lbs.	4 25	4 50
Corn flour, 98 lbs.	3 00	3 20
Cornmeal, yellow, 98 lbs.	2 25	2 40
Graham flour, 98 lbs.	3 70	3 80
Hominy, granulated, 98 lbs.	....	3 00
Hominy, pearl, 98 lbs.	....	3 00
Oatmeal, standard, 98 lbs.	....	3 92½
Oatmeal, granulated, 98 lbs.	....	3 92½
Peas, Canadian, boiling, bush.	2 80	2 90
Peas, split, 98 lbs.	....	5 25
Rolled oats, 90-lb. bags	3 35	3 55
Rolled wheat, 100-lb. bbl.	3 85	4 00
Rye flour, 98 lbs.	3 10	3 25
Whole wheat flour, 98 lbs.	3 75	3 80
Wheatlets, 98 lbs.	4 00	4 15

MILL FEEDS.—Feeds continue very scarce, and there is a good demand for what there are. There will be lots of feed wanted yet, and we see no reason for lower prices for some time. There is quite a good deal of export business going on.

Mill Feeds—	Mixed cars, per ton	
Bran	26 00	27 00
Shorts	28 00	29 00
Middlings	30 00	32 00
Wheat moulee	....	30 00
Feed flour, per bag	1 85	1 90
Oats—		
No. 3, Ontario, outside points	0 55	0 61
No. 3, C.W., bay ports	....	0 67

WINNIPEG.

FLOUR AND CEREALS.—It was indicated last week that if wheat touched $1.60 mark there would certainly be an upward movement in the price of flour. In the first week after the re-opening of navigation wheat did rise remarkably, going well over $1.60 and staying near that point. As a result millers have advanced their prices 20c. The market is exceedingly quiet at present. Farmers are staying on the land and no great supplies of wheat are being brought in nor is there any country ordering for flour. This is also true of rolled oats. If wheat should drop materially, flour also will go down.

Manitoba Wheat Flour—	Per bbl.
Best patents	7 90
Second patents	7 60
Low grades	5 60
Rolled oats, 80's	3 [illegible]
Standard oatmeal, 96 lbs.	6 15
Cornmeal, 98's	3 80

Frank Nilan, grocer, St. James, Man., has sold to John Carter.

Edward O'Donnell has opened a grocery business in Fort William, Ont.

On Dress Parade

OUR NEW ATTRACTIVE PACKAGE

"SCOTCH" HEALTH BRAN

IS READY FOR YOUR APPROVAL. **ASK YOUR WHOLESALE GROCER.**

"SCOTCH" FINE CUT OATMEAL

IS ALSO MEETING WITH A BIG DEMAND.

Quality—

Then Price

A MARK OF QUALITY

TILLSON'S ROLLED OATS

A FOOD— NOT A FAD

Write us for quotations on Rainbow Flour, Bran, Shorts, Pearl Barley, Split Peas, Oatmeal, Goldie's Star Flour, King of Patents and Gold Seal Flour.

Canadian Products **MADE IN CANADA** By Canadians.

Canadian Cereal and Flour Mills, Limited, Toronto

WHY NOT?

It's Common Sense

WHEN Canada can produce an article, not only better, but cheaper than a similar imported article, there is every reason why it should, and no logical reason why it shouldn't be given the preference. Canada produces the finest wheat in the world. In a most modern plant this wheat is used to manufacture

L'ETOILE
(Star)
and
Hirondelle
(Swallow)

macaroni, which is the very best quality.

THERE IS A DEMAND

for these goods, created by the quality of the goods and a vigorous advertising policy.

Mr. Grocer, it is your duty to yourself to sell these goods—because they **will sell** and give your customers perfect satisfaction.

Order from your wholesaler.

C. H. Catelli, Limited

MONTREAL

AGENTS

Tees & Persse, Limited, Winnipeg
C. C. Mann, Toronto

QUOTATIONS FOR PROPRIETARY ARTICLES

SPACE IN THIS DEPARTMENT IS $56 PER INCH PER YEAR

BAKING POWDER.

WHITE SWAN SPICES AND CEREALS, LTD.

	Per doz.
5c Tins, 4 doz. to case, weight 10 lbs.	$0 40
4 oz. Tins, 4 doz. to case, weight 20 lbs.	65
6 oz. Tins, 4 doz. to case, weight 25 lbs.	90
8 oz. Tins, 4 doz. to case, weight 35 lbs.	1 30
12 oz. Tins, 4 doz. to case, weight 48 lbs.	1 60
16 oz. Tins, 4 doz. to case, weight 70 lbs.	2 25
3 lb. Tins, 2 doz. to case, weight 85 lbs.	5 00
5 lb. Tins, 1 doz. to case, weight 80 lbs.	9 50

COOK'S FRIEND BAKING POWDER.

W. D. McLaren, Limited.

In Cartons—	Per doz.
No. 1 (25c size), 4 doz. cs.	$ 2 25
No. 1 (25c size), 2 doz. cs.	2 30
No. 10 (20c size), 4 doz. cs.	1 80
No. 10 (20c size), 2 doz. cs.	1 85
No. 8 (15c size), 4 doz. cs.	1 30
No. 2 (10c size), 6 doz. cs.	0 80
No. 2 (10c size), 3 doz. cs.	0 85
No. 3 (5c size), 4 doz. cs.	0 45

Also in tins. Prices on application.

ROYAL BAKING POWDER.

Size	Less than 10 case lots Per doz.	Bbl lots or 10 cases and over Per doz.
Dime	$ .95	$ .90
4-oz.	1.40	1.35
6-oz.	1.95	1.90
8-oz.	2.55	2.50
12-oz.	3.85	3.75
16-oz.	4.90	4.80
2¼-lb.	11.60	11.35
3-lb.	13.60	13.35
5-lb.	22.35	21.90

Barrels—when packed in barrels one per cent. discount will be allowed.

FOREST CITY BAKING POWDER.

6-oz. tins	$0 75
12-oz. tins	1 25
16-oz. tins	1 75

BLUE.

Keen's Oxford, per lb.	$0 17
In 10-lb. lots or case	0 16

COUPON BOOKS — ALLISON'S.

For sale in Canada by The Eby-Blain Co., Ltd., Toronto; C. O. Beauchemin & Fils, Montreal. $2, $3, $5, $10, $15 and $20. All same price, one size or assorted.

UN-NUMBERED.

100 books and over, each	0 03½
500 books to 1,000 books	0 03

For numbering cover and each coupon, extra per book, ½ cent.

CEREALS.

WHITE SWAN

	Per case
Biscuit Flour (Self-rising), 2 doz. to case, weight 70 lbs.	$3 00
Buckwheat Flour (Self-rising), 3 doz. to case, weight 70 lbs	3 00
Pancake Flour (Self-rising), 3 doz. to case, weight 70 lbs.	3 00
Breakfast Food, 2 doz. to case, weight 85 lbs.	4 50
King's Food, 2 doz. to case, weight 95 lbs.	5 50
Wheat Kernels, 2 doz. to case, weight 65 lbs.	3 75
Barley Crisps, 3 doz. to case, weight 50 lbs.	3 00
Flaked Rice, 3 doz. to case, weight 50 lbs.	3 00
Flaked Peas, 3 doz. to case, weight 50 lbs.	3 60

DOMINION CANNERS, LIMITED.

Aylmer Pure Jams, 16 oz. Jars.

	Per doz.
Strawberry, 1914 pack	$2 20
Raspberry, red, heavy syrup	2 10
Black Currant	2 10
Red Currant	2 10
Peaches	2 10
Pear, Bart.	2 10

Aylmer Pure Jellies.

Red Currant	2 10
Black Currant	2 10
Crabapple	1 45
Raspberry and red currant	2 10
Raspberry and gooseberry	2 10
Plum jam	1 85
Green Gage plum stoneless	1 85
Gooseberry	1 85
Grape	1 85

Aylmer Marmalade

Orange Jelly	1 60
Lemon	1 60
Pineapple	1 90
Ginger	2 25

Aylmer Pure Preserves—Bulk

	5 lbs.	7 lbs.
Strawberry	0 72	1 00
Black currant	0 65	0 85
Raspberry	0 65	0 85

Aylmer 14's and 30's per lb.

Strawberry	0 14
Raspberry	0 14

COCOA AND CHOCOLATE.

THE COWAN CO., LTD.

Cocoa—	
Perfection, 1-lb. tins, doz.	4 50
Perfection, ½-lb. tins, doz.	2 40
Perfection, ¼-lb. tins, doz.	1 25
Perfection, 10c size, doz.	0 90
Perfection, 5-lb. tins, per lb.	0 35
Soluble bulk, No. 1, lb.	0 20
Soluble bulk, No. 2, lb.	0 18
London Pearl, per lb.	0 22

Special quotations for Cocoa in barrels, kegs, etc.

(Unsweetened Chocolate).

Supreme chocolate, ½'s, 12-lb. boxes, per lb.	0 35
Perfection chocolate, 20c size, 2 doz. in box, doz.	1 80
Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz.	0 90
Sweet Chocolate—	Per lb.
Queen's Dessert, ¼'s and ½'s, 12-lb. boxes	0 40
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, ¼-lb., 6 and 12-lb. boxes	0 35

The sale of ordinary Coffee is pound by pound—each sale a separate task.

But you need sell a customer one pound only of

CHASE & SANBORN'S Coffee

He will buy it after that of his own choice.

Chase & Sanborn, - Montreal

HIGH-GRADE COFFEES

There are 30 Years of Unqualified Success Behind Dr. Cassell's Tablets

In "Old England" these tablets have become famous for their curative effects on all nerve disorders—the most common ailment in the human race to-day.

We are now spending $60,000 in consumer advertising to tell All Canada about Dr. Cassell's Tablets and to assist the dealers from coast to coast in adding to their 1915 revenue with a 50% profit on extra sales and laying a solid foundation for steady future business.

Keep Dr. Cassell's Tablets in a prominent display and sales will come readily.

Order your stock to-day.

Dr. Cassell's Medicine Co., Limited, Manchester, Eng.

Agent for Canada: Harold F. Ritchie Co., Limited, 10-14 McCaul St., Toronto

Pickling Spices!

Every retailer knows that there are as many grades and qualities of whole spices as there are of the regular spice line.

A combination may be made up for a very low price per pound, and the customer might think she had a bargain—until she had tried her pickles, then!!

Our Quality Slogan applies to Pickling Spices almost more than to any other line, that is:

Quality Counts! Costs More! Worth It!

You have to rely to a much larger extent upon the manufacturer in this line, as Pickling Spices must combine a great many different kinds of whole spices. In WHITE SWAN every Berry, Seed and Leaf necessary to produce a rare, appetizing flavor that the cook can boast of, is included.

Every package guaranteed with the Government Warranty.

Window Front. 4-oz. pkgs., 4 doz. to case, 75c per doz.

Order from your wholesaler, or direct.

White Swan Spices and Cereals, Ltd.

156 Pearl St., TORONTO

Diamond, 8's, 6 and 12-lb. boxes	0 29
Diamond, 6's and 7's, 6 and 12-lb. boxes	0 26
Diamond, ¼'s, 6 and 12-lb. boxes	0 27
Icings for Cake—	
Chocolate, white, pink, lemon, orange, maple, almond, cocoanut, cream, in ½-lb. packages, 2 doz. in box, per doz.	1 00
Chocolate Confections	Per lb.
Maple buds, 5-lb. boxes	0 37
Milk medallions, 5-lb. boxes	0 37
Chocolate wafers, No. 1, 5-lb. boxes	0 31
Chocolate wafers, No. 2, 5-lb. boxes	0 26
Nonpareil wafers, No. 1, 5-lb. boxes	0 31
Nonpareil wafers, No. 2, 5-lb. boxes	0 26
Chocolate ginger, 5-lb. boxes	0 31
Milk chocolate wafers, 5-lb. boxes	0 37
Coffee drops, 5-lb. boxes	0 37
Lunch bars, 5-lb. boxes	0 37
Milk chocolate, 5c bundles, 3 doz. in box, per box	1 36
Royal Milk Chocolate, 5c cakes, 2 doz. in box, per box	0 85
Nut milk chocolate, ½'s, 6-lb. boxes, lb.	0 37
Nut milk chocolate, ¼'s, 6-lb. boxes, lb.	0 37
Nut milk chocolate, 5c bars, 24 bars, per box	0 85
Almond nut bars, 24 bars, per box	0 85

JOHN P. MOTT & CO.'S.

Miss N. Estabrook, St. John, N. B.; J. A. Taylor, Montreal; P. O.; F. M. Hannum, Ottawa, Ont.; Jos. E. Huxley & Co., Winnipeg, Man.; Tees & Persse, Calgary, Alta.; Russell, Johnson, Edmonton; D. M. Doherty & Co., Vancouver and Victoria.

Elite, 10c size (for cooking) doz	0 90
Mott's breakfast cocoa, 2-doz. 10c size, per doz.	0 85
Nut milk bars, 2 dozen in box	0 80
Breakfast cocoa, ¼'s and ½'s	0 36
No. 1 chocolate	0 30
Navy chocolate, ½'s	0 26
Vanilla sticks, per gr.	1 00
Diamond chocolate, ½'s'	0 24
Plain choice chocolate liquors	20 30
Sweet chocolate coatings	0 20

CONDENSED AND EVAPORATED MILK.

BORDEN MILK CO., LTD.

East of Fort William, Ont.

Preserved	Per case
Eagle Brand, each, 4 doz.	$6 25
Reindeer Brand, each, 4 doz.	6 25
Silver Cow Brand, each 4 doz.	5 75
Gold Seal Brand, each, 4 doz.	5 60
Mayflower Brand, each 4 doz.	5 60
Purity Brand, each 4 doz.	5 60
Challenge Brand, each 4 doz.	4 85
Clover Brand, each 4 doz.	4 85
Evaporated (Unsweetened)—	
St. Charles Brand, small, each 4 doz.	2 00
Peerless Brand, small, each 4 doz.	2 00
St. Charles Brand, Family, each 4 doz.	3 90
Peerless Brand, Family, each 4 doz.	3 90
Jersey Brand, Family, each, 4 doz.	3 90
St. Charles Brand, tall, each 4 doz.	4 50
Peerless Brand, tall, each, 4 doz.	4 50
Jersey Brand, tall, each, 4	
St. Charles Brand, Hotel, each, 2 doz.	4 25
Peerless Brand, Hotel, each, 2 doz.	4 25
Jersey Brand, Hotel, each, 2 doz.	4 25
St. Charles Brand, gallons, each, ½ doz.	4 75
"Reindeer" Coffee and Milk, "large," each, 2 doz.	4 80
"Reindeer" Coffee and Milk, "small," each, 4 doz.	5 50
"Regal" Coffee and Milk, each, 2 doz.	4 50
"Reindeer" Cocoa and Milk, each, 2 doz.	4 80

COFFEE.

WHITE SWAN SPICES AND CEREALS, LTD.

WHITE SWAN.

1 lb. tins, 4 doz. to case, weight 80 lbs.	36
1 lb. tins, 2 doz. to case, weight 35 lbs.	

Add one-half cent per pound to the above.

ENGLISH BREAKFAST COFFEE.

½ lb. tins, 2 doz. to case, weight 22 lbs.	22
1 lb. tins, 2 doz. to case, weight 40 lbs.	20

MOJA.

½ lb. tins, 2 doz. to case, weight 22 lbs.	32
1 lb. tins, 2 doz. to case, weight 40 lbs.	30
2 lb. tins, 1 doz. to case, weight 40 lbs.	30

PRESENTATION COFFEE.

A Handsome Tumbler in Each Tin.

1 lb. tins, 2 doz. to case, per lb.	27

Shipping weight, 50 lbs. per case.

MINTO BROS.

MELAGAMA COFFEE.

	Whol.	Ret'l.
1s, 1½s, Grd.	25	30
1s, 1½s, B. & G.	32	40
1s only, B. & G.	35	45
1s, ½s, B. & G.	38	50

Packed in 30 and 50-lb. cases. Terms net 30 days prepaid.

MINTO COFFEE (Bulk).

M. Bean or Gr.	38
I Bean or Gr.	35
N Bean or Gr.	32
T Bean or Gr.	30
O Bean or Gr.	28
Spec. Grd. Compound	25

Packed in 25 and 50-lb. tins.

FLAVORING EXTRACTS.

WHITE SWAN FLAVORING EXTRACTS—ALL FLAVORS.

1 oz., bottles, per doz., weight 3 lbs.	$ 1 05
2 oz. bottles, per doz., weight 4 lbs.	2 00
2½ oz. bottles, per doz., weight 6 lbs.	2 30
4 oz. bottles, per doz., weight 7 lbs.	3 50
8 oz. bottles, per doz., weight 14 lbs.	6 50
16 oz. bottles, per doz., weight 23 lbs.	12 00
32 oz., bottles, per doz., weight 40 lbs.	22 00
Bulk, per gallon, weight 16 lbs.	10 00

CRESCENT MFG. CO.

CRESCENT MAPLEINE.

Special Delivered Price for Canada.

	Per doz.
1½-oz. (4 doz. case), weight 9 lbs., retail each 15c.	$ 1 40
1 oz. (4 doz. case), weight 14 lbs., retail each 30c.	2 55
2 oz. (3 doz. case), weight 15 lbs., retail each 50c.	4 40
4 oz. (2 doz. case), weight 17 lbs., retail each 90c.	7 00
8 oz. (1 doz. case), weight 17 lbs., retail each $1.50.	13 00
Pint (1 doz. case), weight 29 lbs., retail each $3.	25 00
Quart (1 doz. case), weight 53 lbs., retail each $5.50.	47 75
Gallons, each, retail each $20	17 15

GELATINE.

Knox Plain Sparkling Gelatine (2-qt. size), per doz.	1 30
Knox Acidulated Gelatine (Lemon flavor), (2-qt. size), per doz.	1 30
Cox's Instant Powdered Gelatine (1-qt. size), per doz.	1 10

ENGLAND'S MOST POPULAR SAUCE

is now selling freely over here—nearly all the leading grocers make a leading line of H.P., and obtain the full benefit of the money we are spending in advertising.

Wouldn't it be worth your while to stock

W. G. Patrick & Co., Ltd., Toronto, Montreal, Etc.
R. B. Seeton & Co., Halifax, N.S.
The Midland Vinegar Co., Ltd., Birmingham, Eng.

H.P. SAUCE

"Just pure Coffee, refined like sugar. Use it as you do sugar,—¾ of a teaspoonful to a cup and pour on boiling water. Sugar and cream to taste—dissolves instantly—no sediment—the flavor is always perfect—you control the strength. Sold *only* in air-tight tins. A child can make as good coffee as a chef with

Washington's INSTANT Coffee

Now You Can Drink All The Coffee You Want

FOR SALE BY

Canadian Wholesale Grocers

G. WASHINGTON COFFEE SALES CO., 79 Wall St., New York

Write for literature telling of Mr. Washington's Wonderful Refining Process, which gives us this 100% Pure Refined Coffee.

Canadian Sales Agent:

Edmund Littler
169 William Street
MONTREAL, CANADA

More than five million families annually testify to their superiority.

For twenty years the standard of clean, wholesome, natural, sun-cured, seedless raisins.

May be purchased from any wholesale grocer in Canada.

Canadian Agents:

Nicholson & Bain,
Winnipeg, Edmonton, Saskatoon, Regina.

Eugene Moore,
Toronto.

Universal Importing Company,
Montreal.

11 x 22 six-color display card mailed on application.

Always sold in this package.

AMERICAN VINEYARD COMPANY, Growers and Packers

TWO CENTS PER WORD

You can talk across the continent for two cents per word with a WANT AD. in this paper

At Last
a GOOD LIGHT Broom
THE
"Nugget" Broom

Broom makers have always made good brooms only in the heavier weights. Light brooms have always been of the poorer grades.

But now comes the "NUGGET" broom—sure to make a hit with every housewife.

A light broom—made of the best corn, no stems or seeds, handle finished golden yellow, handsomely trimmed in yellow velvet and sewed with four rows of yellow string.

Each "NUGGET" broom bears its name and trade-mark irremovably fixed on its handle and comes in an individual wrapper.

For prices, etc., write

Stevens - Hepner Company, Ltd.
Port Elgin, - Ontario

The "Nugget" broom is only one of the famous Keystone Brand Brooms and Brushes.

Do You Want More Money?

OF course you do and are willing to make use of your spare hours in a way that will net you the biggest returns. Many others like yourself have had the same desire to turn their spare time into money and profitable experience. They are now making from $5 to $20 a week, according to the time given.

IF YOU ARE NOT AFRAID OF WORK you can make $5 a week, giving 3 hours a week to taking subscriptions to

MacLean's Magazine

We supply you with all you need to take subscriptions except the determination. We allow a definite, liberal commission on both new and renewal subscriptions.

THE coming months are the most pleasant in the year for the work. If you write at once we can appoint you as our local representative.

BOAR'S HEAD LARD COMPOUND.

N. K. FAIRBANK CO., LTD.

Tierces	0 10¼
Tubs, 60 lbs.	0 10½
Pails, 20 lbs.	0 10⅝
Tins, 20 lbs.	0 10¼
Cases, 3 lbs., 20 to case	0 11¼
Cases, 5 lbs., 12 to case	0 11½
Cases, 10 lbs., 6 to case	0 11

F.O.B. Montreal.

MUSTARD.

COLMAN'S OR KEEN'S.

	Per doz. tins
D. S. F., ¼-lb.	$ 1 50
D. S. F., ½-lb.	2 68
D. S. F., 1-lb.	5 36
F. D., ¼-lb.	0 95
F. D., ½-lb.	1 63
	Per jar
Durham, 4-lb. jar	0 87
Durham, 1-lb. jar	0 28

JELLY POWDERS.

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan. 15 flavors, 1 doz. in handsome counter carton, per doz.	$ 0 90

List Price.

JELL-O.

Assorted case, contains 2 doz.	1 80

Straight.

Lemon, contains 2 doz.	1 80
Orange, contains 2 doz.	1 80
Raspberry, contains 2 doz.	1 80
Strawberry, contains 2 doz.	1 80
Chocolate, contains 2 doz.	1 50
Cherry, contains 2 doz.	1 80
Peach, contains 2 doz.	1 80

Weight, 8 lbs. to case, Freight rate, 2nd class.

JELL-O ICE CREAM POWDER.

Assorted case, contains 2 doz.	2 50

Straight.

Chocolate contains 2 doz.	2 50
Vanilla contains 2 doz.	2 50
Strawberry contains 2 doz.	2 50
Lemon contains 2 doz.	2 50
Unflavored contains 2 doz.	2 50

Weight, 11 lbs. to case. Freight rate, 2nd class.

SOAP AND WASHING POWDERS.

SNAP HAND CLEANER.

3 dozen to box	3 60
6 dozen to box	7 20

30 days.

RICHARDS' PURE SOAP.

Richards' Quick Naptha Soap. Packed 100 bars to case.

5-case lots (delivered), $4.15 each with 20 bars of Quick Naptha as a free premium.

FELS NAPTHA.

Prices—Ontario and Quebec:

Less than 5 cases	$ 5 90
Five cases or more	4 95

WHITE SWAN LYE.

Single cases, 4 doz.	$ 3 50
5 case lots, 4 doz.	3 55

Shipping weight 50 lbs. per case.

THE CANADA STARCH CO., LTD., EDWARDSBURG BRANDS and BRANTFORD BRANDS.

Laundry Starches—Boxes.	Cents.
40 lbs., Canada Laundry	.06¼
40 lbs., boxes Canada white gloss, 1 lb. pkg.	.06¾
48 lbs. No. 1 white or blue, 4 lb. cartons	.07¼
48 lbs. No. 1 white or blue, 3 lb. cartons	.07¼
100 lbs., kegs, No. 1 white	.06¾
200 lbs., bbls., No. 1 white	.06¾
30 lbs., Edwardsburg silver gloss, 1 lb. chrome pkgs.	.07¾
48 lbs. silver gloss, in 6-lb. tin canisters	.08¼
36 lbs., silver gloss 6-lb. draw lid boxes	.08¼
100 lbs., kegs, silver gloss, large crystals	.07¼
28 lbs., Beuson's Satin, 1-lb. cartons, chrome label	.07½
40 lbs., Benson's Enamel (cold water), per case	3 00
20 lbs., Benson's Enamel (cold water), per case	1 50
Celluloid—boxes containing 45 cartons, per case	3 60

Culinary Starch.

40 lbs. W. T. Benson & Co.'s prepared corn	.07¾
40 lbs. Canada pure corn starch	.06½

(120-lb. boxes ¼c higher.)

Casco Potato Flour, 20-lb. boxes, per lb.	.10

BRANTFORD STARCH.

Ontario and Quebec.

Laundry Starches—

Canada Laundry—

Boxes about 40 lbs.	.06

Acme Gloss Starch—

1-lb. cartons, boxes of 40 lbs.	.06¾

First Quality White Laundry—

3-lb. canisters, cs. of 48 lbs.	.07¼
Barrels, 200 lbs.	.06¾
Kegs, 100 lbs.	.06¾

Lily White Gloss—

1-lb. fancy carton cases 30 lbs.	.07¾
8 in case	.08
6-lb. toy trunks, lock and key, 6-lb. toy drum, with drumsticks, 8 in case	.08¼
Kegs, extra large crystals, 100 lbs.	.07¼

Canadian Electric Starch—

Boxes, containing 40 fancy pkgs., per case	3 00

Celluloid Starches—

Boxes containing 45 cartons, per case	3 60

Culinary Starches—

Challenge Prepared Corn—

1-lb. pkts., boxes of 40 lbs.	.06½

Brantford Prepared Corn—

1-lb. pkts. boxes of 40 lbs.	.07¾

"Crystal Maize" Corn Starch—

1-lb. pkts., boxes of 40 lbs.	.07¾

(20-lb. boxes ¼c higher than 40's)

UPTON'S CLOVER HONEY

Have you seen our new package?

Write us for price list.

The T. Upton Co., Limited

ST. CATHARINES

Factories at Hamilton and St. Catharines

TOMATOES

Every one hard, ripe, ready to sell and free from spots.

CELERY

Fancy, Bright, Crisp Stocks. Prices much lower.

GRAPE-FRUIT

Extra Fancy Florida. Bright, Heavy Fruit. It costs a little more, but it's worth it.

BANANAS

Big, Bright, Fat Fruit. The Best Imported. The kind that brings you trade.

THE HOUSE OF QUALITY

Hugh Walker & Son

GUELPH and NORTH BAY

Habit is one of the big forces in sales it pays well to link up to. So well has Wonderful Soap satisfied so many housewives for years they have formed the strong habit of buying it continually. Better link up to this Wonderful Soap habit by putting in an attractive display occasionally. Stock up to-day.

Guelph Soap Co.

Guelph, Ont.

Our Tiger (50 cent line) Brooms

are superfine carpet **BROOMS** on **polished** handles. Offer them to your customers and secure business that stays. Splendid value in 35c, 40c, 50c, 60c lines. Try a sample shipment and be satisfied.

We make **Factory Brooms.**

Walter Woods & Co.

HAMILTON

Stock a *real* trade satisfier in your fish dept.

If you wish to build up the Fish Dept. in your business, beware of handling goods of doubtful quality.

Stock only the kind whose wholesome, appetizing qualities will appeal to the tastes of the discriminating.

Brunswick Brand signifies wholesome quality seafoods at a moderate price.

Replenish that depleted stock with Brunswick Brand—the kind that gives satisfaction.

Our Chief Sellers:

¼ Oil Sardines
Finnan Haddies (oval and round tins)
Kippered Herring
Herring in Tomato Sauce
Clams
Scallops

Connors Bros., Limited
Black's Harbor, N.B.

OCEAN MILLS, MONTREAL.

Chinese starch, 16 oz. pack., 4 doz. per case, $4; Ocean Corn Starch, 16 oz., pack., 4 doz. per case, $3.60; King Corn Starch, 16 oz. pack., 4 doz. per case, $3.12; Ocean Blanc Mange, all flavors, 8 oz. pack., 4 doz. per case, $4; Ocean Borax, 8 oz. pack., 4 doz. per case, $1.80; Ocean Baking Soda, 8-oz. package, 120 packages, per case, $3; Ocean Baking Soda, 16 oz. pack., 60 pack. per case, $3; Ocean Baking Powder, 1 lb. pack., 3 doz. per case, $6.75; Ocean Baking Powder, 8 oz. pack., 5 doz. per case, $6.50; Ocean Baking Powder, 4 oz. pack., 4 doz. per case, $3; Ocean Baking Powder, 3 oz. pack., 4 doz. per case, $1.60; Ocean Baking Powder, 5 lb. tin, 10 tins per case, $7.50; Chinese Washing Powder, 8 oz., 120 pack. per case, $4.25; retail at 5c per doz., 45c; Ocean Extracts, all flavors, 2 oz., 6 doz. per case, $6; Ocean Mustard (French Mustard, quart size, 2 doz. per case, $4.80; Ocean Mustard (French Mustard), pint size, 2 doz. per case, $4; Ocean Liquid Blue, pint bottles, 2 doz. per case, $1.80; Petrolatum, 2 oz. jars, 12 doz. per case, $5.40; Petrolatum, 5 oz. jars, 6 doz. per case, $5.40; Ocean Cough Syrup, 8 oz. bottle, 3 doz., per case, $7.20.

COW BRAND BAKING SODA

In boxes only.

Packed as follows:

5c packages (96)	$ 3 20
1 lb. packages (60)	3 20
½ lb. packages (120)	3 40
1 lb. 30 / ½ lb. 60 } Packages, Mixed	3 30

SYRUP.

THE CANADA STARCH CO., LTD., CROWN BRAND CORN SYRUP.

2-lb. tins, 2 doz. in case	$2 65
5-lb. tins, 1 doz. in case	3 00
10-lb. tins, ½ doz. in case	2 90
20-lb. tins, ¼ doz. in case	2 85
Barrels, 700 lbs.	3¾
Half barrels, 350 lbs.	4
Quarter barrels, 175 lbs.	4¼
Pails, 38½ lbs.	1 95
Pails, 25 lbs. each	1 40

LILY WHITE CORN SYRUP.

2-lb. tins, 2 doz. in case	3 00
5-lb. tins, 1 doz. in case	3 35
10-lb. tins, ½ doz. in case	3 25
20-lb. tins, ¼ doz. in case	3 20

(5, 10 and 20-lb. tins have wire handles.)

ST. LAWRENCE SUGAR REFG. CO.

Crystal Diamond Brand Cane Syrup.

2-lb. tins, 2 doz. in case	$2 65
Barrels	0 03¾
½ barrels	0 04

CANNED HADDIES, "THISTLE" BRAND.

A. P. TIPPET & CO., Agents.

Cases, 4 doz., each, flats, per case	$5 40
Cases, 4 doz. each, ovals, per case	5 40

INFANTS' FOOD.

Robinson's patent barley, ½ lb. tins, $1.25; 1-lb. tins, $2.25; Robinson's patent groats, ¼-lb. tins, $1.25; 1-lb. tins, $2.25.

BEAVER BRAND CORN AND MAPLE SYRUP.

Quart tins (wine measure), 2 doz. in case, per case	4 70

MOLASSES.

THE DOMINION MOLASSES COMPANY, LTD.

Gingerbread Brand.

2s, Tins, 2 doz. to case.

Quebec, per case	$1 85
Ontario, per case	1 30
Manitoba, per case	2 30
Saskatchewan, per case	2 60
Alberta, per case	2 70

DOMOLCO BRAND.

2s, Tins, 2 doz. to case.

Quebec and Ontario, per case	2 95
Manitoba, per case	3 40
Saskatchewan, per case	3 65
Alberta, per case	3 75
British Columbia, per case	2 40
British Columbia, per case	3 56

SAUCES.

PATERSON'S WORCESTER SAUCE.

½-pint bottles, 3 and 6 doz. cases, doz.	0 90
Pint bottles, 3 doz. cases, doz.	1 45

H. P.

	Per doz.
H. P. Sauce—	
Cases of 3 dozen	1 90
H. P. Pickles—	
Cases of 2 doz., pints	3 25
Cases of 3 doz., ¼ pints	2 20

STOVE POLISH.

JAMES DOME BLACK LEAD.

2a size, gross	2 50
6a size, gross	2 40

NUGGET POLISHES.

	Doz.
Polish, Black and Tan	0 85
Metal Outfits, Black and Tan	3 65
Card Outfits, Black and Tan	3 25
Creams and White Cleanser	1 10

TEAS.

THE SALADA TEA CO.

East of Winnipeg.

	Wholesale.	R't'l.
Brown Label, 1s and ½s	.29	.35
Blue Label, 1s, ½s, ¼s, and ⅛s	.35	.45
Red Label, 1s and ½s	.41	.55
Gold Label, ½s	.49	.65
Red-Gold Label, ½s	.55	.80

ORANGE MARMALADE, "BANNER BRAND" PURE FRUIT PRODUCTS.

JAMS AND JELLIES.

2's	$ 2 15
4's	0 35
5's	0 42
7's	0 60
30's, wood	0 08
12-oz. glass jar	1 15
Tumbler, glass	0 95

MARMALADE.

2's, per doz.	$ 2 30
4's, per pail	0 40
5's, per pail	0 45
7's, per pail	0 65
30's, wood, lb.	0 08¾
12-oz. glass jar, doz.	1 20
Tumbler, glass, doz.	1 00

Prices subject to change without notice.

MINTO BROS., Limited, Toronto.

We pack in 60 and 100-lb. cases All delivered prices.

MELAGAMA TEA.

	Whol.	Ret.
Red Label, 1s or ½s	0 29	0 35
Green Label, 1s, ½s, ¼s	0 32	0 40
Blue Label, 1s, ½s, ¼s	0 37	0 50
Yellow Label, 1s, ½s, ¼s	0 42	0 60
Purple Label, ¼s only	0 55	0 80
Gold Label, ¼s only.	0 70	1 00

MINTO TEA.

	Whol.	Ret.
Green Bag	0 29	0 35
Red Bag	0 32	0 40
Yellow Bag	0 37	0 50
Purple Bag	0 42	0 60

YEAST.

White Swan Yeast Cakes, per case, 3 doz. 5c pks.	1 20

IMPERIAL TOBACCO CO. OF CANADA, LIMITED, EMPIRE BRANCH.

Black Watch, 8s, butts 9 lbs., boxes 6 lbs.	$0 60
Bobs, 6s and 12s, 12 and 6 lbs.	0 49
Currency Bars, 12s, ½ butts, 12 lbs., boxes 6 lbs.	0 46
Currency, 6s, ½ butts, 9 lbs.	0 40
Stag Bars, 6½s, butts, 11 lbs., boxes 5½ lbs.	0 48
Walnut Bars, 8½s, boxes 7 lbs.	0 64
Pay Roll, thick bars, 8½s, 6 lb. boxes	0 68
Pay Roll, thin bars, 8½s, 5 lb. boxes	0 68
Pay Roll, plug, 8½s, 12 and 7 lb. caddies	0 68
Shamrock, plug, 7½s, ½ butts, 12 lbs., boxes 6 lbs.	0 57
Empire, 7s and 14s, caddies 15 lbs., ¼ caddies, 6 lbs.	0 56
Great West, pouches, 9s	0 72
Forest and Stream, tins, 11s, 2 lb. cartons	0 80

Come to the Grocers' Convention

NEXT MONDAY, TUESDAY AND WEDNESDAY, May 3, 4 and 5, there will be many of the best minds in the Ontario grocery trade assembled at London.

Will you be found among them? Don't forget to visit the booth of The Canadian Grocer, in the convention building. The "Welcome" sign will be hanging out for all. Bring along your suggestions.

We believe the 1915 convention of the Ontario Grocers' Section of the Retail Merchants' Association is going to be a hummer —come along and get all the good that's going.

THE CANADIAN GROCER
143-153 University Ave.
Toronto

Are You Interested

In Buying a Business?
In Selling a Business?
In Engaging a Clerk?
In Securing a Position?
In Securing a Partner?
In Disposing of Second - hand Fixtures?

Then you should use
Canadian Grocer's Classified Ad. Columns.

It should find for you among the progressive Grocers of Canada at least one individual who is on the lookout for just such a proposition that you have to offer.

CANADIAN GROCER reaches the retailer, the wholesaler, the manufacturer, the clerk and the traveller, just the men to whom you wish to sell or from whom you would buy.

No Other Paper Reaches All These Men.

RATES:
(payable in advance)

2c per word, first insertion.
1c per word, subsequent insertions.
5c extra per insertion when replies are to be addressed c|o Canadian Grocer.

Canadian Grocer
143-153 University Ave., Toronto

Daily arrivals of fine, fresh, frozen

Lake Trout and Herring

also Pickled Herring. Just the thing for deliciously appetizing and economical meals. Big margin for the dealer.

¶ Only few hundred barrels Georgian Bay Apples left. Rush your order through —NOW.

Lemon Bros.
Owen Sound, Ont.

Lemons

under these brands are the best:

"St. Nicholas"
"Home Guard"
"Puck"
"Queen City"
"Kicking"

J. J. McCABE
Agent
Toronto

Buyers' Guide

WRITE TO
10 Garfield Chambers, Belfast, Ireland, for Sample Copy of the

Irish Grocer, Drug, Provision and General Trades' Journal

If you are interested in Irish trade.

We are buyers of evaporated and farmers' dried apples. Prices and tags on application.

O. E. Robinson & Co.

Ingersoll Ontario

Write us for New Price List of

WINDSOR SALT

TORONTO SALT WORKS

TORONTO, ONT. GEO. J. CLIFF, Manager

SUCHARD'S COCOA

The Highest Quality
Most Reasonably Priced
"Quality" Cocoa
On Sale Anywhere.

FRANK L. BENEDICT & CO.
Agents Montreal

EGG FILLERS

Our capacity is three times the total Filler requirements of Canada.
PROMPT DELIVERIES
by us are therefore certain.

THE TRENT MFG. CO., LTD.
TRENTON, ONTARIO, CANADA

ST. MARC COFFEE

Gives all users entire satisfaction.

AUGUSTIN COMTE & CO., LTD.

TANGLEFOOT

The Non-Poisonous Fly Destroyer

Destroys Billions of Flies every year—vastly more than all other means combined. Absolutely Sanitary.

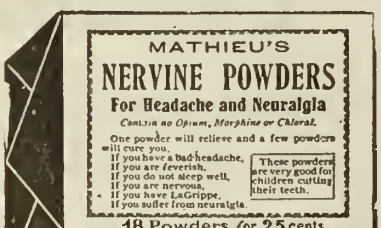
STORAGE IN OTTAWA

BOND AND FREE
Direct Railway connection. Car distributing. Write for rates.

Dominion Warehousing Co., Ltd.

Phone R54. 46 to 56 Nicholas St., Ottawa.

Mathieu's Nervine Powders


MATHIEU'S
NERVINE POWDERS
For Headache and Neuralgia
Contain no Opium, Morphine or Chloral.
One powder will relieve and a few powders will cure you.
If you have a bad headache,
If you are feverish,
If you do not sleep well,
If you are nervous,
If you have LaGrippe,
If you suffer from neuralgia.
These powders are very good for children cutting their teeth.
18 Powders for 25 cents
DIRECTIONS

are a simple but effective remedy in all forms of headaches — a remedy which every merchant can recommend as a quick and sure cure.

Try *Mathieu's Nervine Powders* yourself at our expense as per coupon attached, if you don't know them and are a sufferer from headaches.

As a remedy for colds and bronchial troubles Mathieu's Syrup of Tar and Cod Liver Oil has become famous and this sister preparation —Nervine Powders—is rapidly winning its way.

The
J. L. MATHIEU CO.
Proprietors
Sherbrooke, P.Q.

Please send regular box of Mathieu's Nervine Powders to the following address:—

Name .....
With (Name of firm) .....
Street .....
City or town .....Prov.....

THEY ARE GOOD OLD STAND-BYS

Baker's Cocoa and Chocolate

Registered Trade-Mark

are always in demand, sell easily and are thoroughly reliable. You have no selling troubles with them.

Trade-mark on every genuine package

MADE ONLY BY

Walter Baker & Co. Limited

Established 1780

Montreal, Can. Dorchester, Mass.

TWO CENTS PER WORD

You can talk across the continent for two cents per word with a WANT ad. in this paper.

The
CONDENSED AD. PAGE
WILL INTEREST YOU

CLASSIFIED ADVERTISING

Advertisements under this heading, 2c per word for first insertion, 1c for each subsequent insertion.

Where replies come to our care to be forwarded, five cents must be added to cost to cover postage, etc.

Contractions count as one word, but five figures (as $1,000) are allowed as one word.

Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

FOR SALE

FOR SALE—A GROCERY, FLOUR AND feed business in a good town. Corner store. Stock and fixtures $3,500. A bargain. Apply to Box 88, Canadian Grocer, Toronto. 52015

FOR SALE—GENERAL STORE SITUATED 21 miles west of London. Turnover $15,000.00. Stock $5,500.00. Good opening for energetic man. Will sell or lease store. Proprietor wishes to retire. Write to Box 87, Canadian Grocer, Toronto, Ont. 61115

REFRIGERATOR FOR SALE — ALMOST new. Suitable for grocer or butcher business. Will sell cheap; good terms to responsible party. Apply E. W. Hibbard, 551 8th St., Brandon, Man.

FOR SALE — AT NELSON, B.C. SMALL grocery business in good position. 45% cash business, balance monthly accounts. For terms and particulars apply W. R. Allen, P.O. Box 1140, Nelson, B.C.

FOR SALE — SECOND-HAND McCASKEY Register, in perfect condition. Having placed my business on cash basis I have no use for same. My highest recommendation goes with it. Box 82, Canadian Grocer, Toronto

CHOICE DAIRY BUTTER—WOULD DEAL direct with retail grocers. J. B. Fletcher, R. R. No. 3, Lucknow, Ont.

WANTED

WANTED—SITUATION IN GROCERY STORE as branch manager or assistant. Thoroughly experienced. Office work, tea-taster. Box 86, Canadian Grocer, Toronto. (0)

TRAVELLER, HAVING GOOD CONNECTION with grocery, feed and confectionery trade in Halifax and district, and able to furnish first-class references, will be pleased to hear from any manufacturer desiring representation in the territory mentioned. Address Traveller, Canadian Grocer. (43015)

WANTED—AN EXPERIENCED CLERK FOR General store. One who can speak English and French preferable. First-class references required. Apply Box 113, Comber, Ont.

WANTED — TO REPRESENT CANADIAN manufactured goods in Montreal or Province of Quebec. Highest credentials. X. Y. Z., care of Canadian Grocer, Montreal.

WANTED—ENERGETIC MAN TO SECURE subscriptions and renewals to MacLean's Magazine and The Farmer's Magazine. Good income guaranteed to capable person. Apply by letter, stating qualifications, to The MacLean Publishing Company, Limited, 143-153 University Ave., Toronto, Canada.

WANTED—WHAT ARE YOU WANTING? A clerk, a business, a salesman, a partner? An outlay at the rate of two cents a word will make your wants known throughout the Dominion to just the men who can satisfy you. See our rates above and send along your ad. to-day.

WANTED—BY EXPERIENCED MANAGER, position as buyer or partnership in progressive business. Successful record. Qualified accountant. Box 79, Canadian Grocer, Toronto.

ESTABLISHED PACKING HOUSE HAS ATtractive proposition for travelers calling on right class of trade in following territories: Ground bordered by C.P.R., Toronto to Owen Sound, and the old Grand Trunk, Toronto to Sarnia; on ground north from Orillia and Midland to the Soo; on ground from Belleville and Peterboro to Ottawa and Montreal. Write Box A B C, Canadian Grocer.

MISCELLANEOUS

BUCKWHEAT FLOUR GUARANTEED pure and unsurpassed by any mill in the province. T. H. Squire, Queensboro, Ont., solicits your orders.

WAREHOUSE AND FACTORY HEATING systems. Taylor-Forbes Company, Limited. Supplied by the trade throughout Canada. (tf)

THE NATIONAL CASH REGISTER COMpany guarantee to sell a better register for less money than any other house on earth. We can prove it. Make us. The National Casb Register Co., 285 Yonge St., Toronto.

ACCURATE COST-KEEPING IS EASY IF yon bave a Dey Cost Keeper. It automatically records actual time spent on eacb operation down to a decimal fraction of an hour. Several operations of jobs can be recorded on one card. For small firms we recommend this as an excellent combination — employees' time register and cost keeper. Whether you employ a few or bundreds of hands, we can supply you with a machine suited to your requirements. Write for catalogue. International Time Recording Company of Canada, Limited. Office and factory, 29 Alice Street, Toronto.

A SEED DEPARTMENT

will add to your profits

Kelway Langport England

grow and sell

SEEDS OF ALL KINDS

for Traders

Write to the actual wholesale growers for rock-bottom prices and illustrated catalogue.

Buy well ahead to secure LOWEST PRICES.

WRITE TO-DAY

Attention! *Eyes Front!*

BEAR IN MIND

THE

SECOND ANNUAL CONVENTION

OF THE

Saskatchewan Branch

OF

The Retail Merchants' Association of Canada (Incorp.)

TO BE HELD AT

SASKATOON

On May 11th, 12th and 13th, 1915

Convention Railroad Rates will apply on all lines. Ample Accommodation in First-class Hotels.

Saskatoon Extends a Hearty Welcome.

MR. UP-TO-DATE

you should always carry a stock of

MAPLEINE

The last word in flavors.

Order from

Frederick E. Robson & Co., 25 Front St. E., Toronto, Ont.

Mason & Hickey

287 Stanley St., Winnipeg, Man.

CRESCENT MFG. CO.

SEATTLE, WASH.

OAKEY'S KNIFE WELLINGTON POLISH

JOHN OAKEY & SONS, LIMITED, LONDON, ENGLAND.

AGENTS:

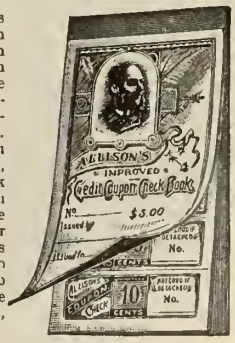
Geo. B. Jenkinson, 43 Queen St. East, Toronto, and J. E. Huxley & Co., 220 McDermed St., Winnipeg

ALLISON COUPON BOOKS

Minimize the Risk of Loss on Credit Accounts and bring in the money quicker—two mighty good arguments. Installing the Allison Coupon Book System in a store that has credit gives the same result as adding more capital to the business—and Allison Coupon Books cost almost nothing.

HOW THEY WORK:

When a man wants credit, give him an Allison Coupon Book, and have him sign form at the front, which becomes then his promissory note to you. As he buys, you tear out coupons, and when his book is exhausted you can collect his note or extend credit for another book, as you deem wise. No pass books, no charging, no time wasted, no errors, no disputes.



For sale by the jobbing trade everywhere.

Manufactured by

ALLISON COUPON COMPANY

Indianapolis, Indiana, U.S.A.

HERE ARE A FEW OF

McVitie & Price's BISCUITS

established favourites from the Old Country, which every grocer should stock:

DIGESTIVE.	"The Premier Biscuit of Britain." Finest wholemeal.
SCOTTISH ABERNETHY.	The Scottish favourite.
ACADEMY CREAMS.	Rich cream-filled shortbread biscuit.
CREAMY CHOCOLATE.	Chocolate biscuit filled with cream.
OSBORNE.	The standard Old Country biscuit, delightful flavour
RICH TEA.	Popular Scottish tea biscuit.
SMALL PETIT BEURRE.	Fine butter flavour.
CORONATION.	Rich shortcake.
BUNTY CREAMS.	Butterfly shape, cream sandwich, almond flavour.
BUTTERETTE.	Light short-eating cracker.
ROYAL SCOT.	Ideal tea or coffee biscuit.

Recognized Official Agents in the following cities:—Halifax, Montreal, Toronto, Winnipeg, Calgary, Edmonton, Lethbridge, Vancouver and Victoria.

The CANADIAN Open.

Every Jobber is glad to give preference to Canadian Goods.

The Only Cheese Cutter Made in Canada WITH CABINET ATTACHED TO CUTTER.

The Price is Right.

Computing Cheese Cutter Co.

Windsor, Ont.

Appearance Counts—Quality Wins in "Queen" Quality Pickles and Catsup

with our most modern plant, up - to - the - second equipment and methods, the finest ingredients and best experience, there can be only one result—quality goods. "Queen Quality" goods have the appearance and quality that stands for bigger business, satisfactory business.

Write for quotations on

Queen Quality Pickles.
Sweet Mixed and Chow.
Bulk Pickles, in pails.
English Chow Chow. in pails.
Pure Tomato Catsup, bottled or in bulk.
Worcester Sauce, bottled or in bulk.
Queen Quality Universal Sauce.

Put up in 10 and 20 ounce bottles. Brisk Business with "Queen Quality."

Taylor & Pringle Co., Owen Sound, Ont.

COIN PURSES

(Our new penny piece)

NIGHT STICKS
WHISTLES
FLEXIBLE STICKS
CIGARETTES

and a full line of attractive and quick-selling Licorice Specialties.

Order from your Wholesaler

Everything in Licorice for Grocer, Druggist and Confectioner

MADE IN CANADA

National Licorice Company

MONTREAL

When you sell

HEINZ
57
VARIETIES

PURE FOOD PRODUCTS

You give your customers—
Goods Made in Canada—
from Canadian Materials—
by Canadian Employes.

H. J. HEINZ COMPANY

Canadian Factory:—Leamington, Ont.

Warehouse:—Toronto

Cleave's

CELEBRATED
DEVONSHIRE CREAM

Chocolate

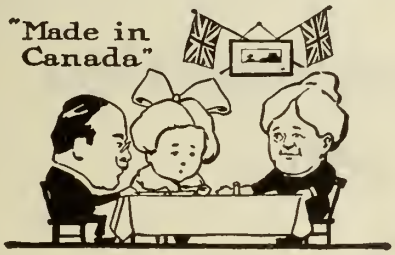
A high-grade and up-to-date article, showing an excellent profit and giving increasing satisfaction.

THE CHOCOLATE THE PEOPLE WANT.

Also other new and attractive
5 cent lines.

AGENTS:
MONTREAL—F. Davy & Co., 6 St. Sacrament St.
TORONTO Mason's Ltd., 25 Melinda St.
WINNIPEG—Hamblin & Brereton, Ltd., 149 Notre Dame Ave. E.
VANCOUVER—Hamblin & Brereton, Ltd., 842 Cambie St.

JOHN CLEAVE & SON, LIMITED
CREDITON, DEVON, ENGLAND



The One Price Line is The Square Price Line

Manufacturers, who try to deal direct with the retailers, don't always give special prices to one grocer only. You may be sure of that.

Rebates and discounts sound well—but a grocer who puts in a "cut price line" never knows whether his competitors are getting a little deeper cut.

"WINDSOR" AND "REGAL" SALT

are sold through jobbers only, at fixed prices. All Retail Grocers are given the same terms and treatment, and the same high quality in every bag and package.

"WINDSOR" AND "REGAL" are so well known that to sell any other salt you must first overcome the strong preference for "WINDSOR" AND "REGAL." Is it worth the trial, and the risk of offending so many of your good customers?

The Canadian Salt Co., Limited
Windsor, Ont.

IN THE FRUIT SEASON

The housewife would almost as soon be without sugar or potatoes as not to have

Parowax

always on hand. For sealing preserves, jams and jellies, Parowax is a staple.

Parowax is also largely used for loosening dirt when washing clothes. Women like it because it makes washing easy, and does away with all the hard rubbing.

Our advertising this year will again stir up a good demand for Parowax. Be ready for it. Put up in ¼-lb. cakes, packed 4 in a carton, 20, 40 or 100 cartons in a case.

MADE IN CANADA

THE IMPERIAL OIL COMPANY
Limited
BRANCHES IN ALL CITIES

TEA

We have for sale China Hysons and Young Hysons which we venture to say show better value than has been offered to the trade in Canada for years past. Send us your name and we will mail you a sample at ten, twelve, fourteen and sixteen cents per pound, specially selected for value.

John Duncan & Co.

Established 1866 MONTREAL

No persuasion—no explanation is needed to sell

Redpath Sugar

Quality that has never been surpassed—
Absolute purity, fully protected—
A reputation of Sixty Years' standing as Canada's favorite sugar—
A complete range of INDIVIDUAL PACKAGES—2 and 5-lb. Cartons, and 10, 20, 50 and 100-lb. Cloth Bags—
These are some of the reasons why REDPATH Sugar does so much toward changing mere shoppers into permanent customers.

Canada Sugar Refining Company, Limited, Montreal

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It Will Pay You

To wait for our salesman; he has an interesting proposition for you on Canada's finest fruits and vegetables, 1915 pack.

"VICTORIA" Canned Goods

Not the cheapest; but the very best packed—the kind your customers want again and again.

Every Tin Guaranteed

You are authorized to refund full purchase price for any "Victoria" Goods returned and we will reimburse you in full.

If not on our regular visiting list, let us hear from you and our traveler will call.

Rock-Bottom Prices
Courteous Service
Prompt Delivery

Laporte, Martin, Limitée

568 St. Paul Street, MONTREAL

Take Advantage of This Service

Every week we have enquiries from readers in all parts of Canada asking trade questions. CANADIAN GROCER is in a position to answer these enquiries from its wide connection with the trade in all the large Canadian centres.

Do you want to know

The name of a manufacturer of any line?

The Canadian agents of an imported line?

The answer to a question of law?

The regulations regarding any food stuff?

The method of manufacture of any article of food?

Our services are at your disposal. As a subscriber to CANADIAN GROCER you are entitled to them.

Send in your enquiries to the

Service Dept., Canadian Grocer

143-153 University Ave., Toronto

Ye Olde Time T & B

It's over half a century since T. and B. Myrtle Cut was first introduced to the now-old men of Canada. For over fifty years this tobacco has never varied one iota from its original high quality—it's still the sun-cured, mellowed, Virginia leaf. It's real tobacco and **your wholesaler carries it. Stock up now.**

When the quality of T. and B. Myrtle Cut changes it will be when there's no more Virginia tobacco.

Tuckett, Limited

HAMILTON

All Canada is Aglow with the Made-in-Canada Fever

How is it Affecting You?

This idea is gathering momentum daily and the grocer who makes the best of it is the one who will win out with a full cash drawer and a growing business.

The five Made-in-Canada lines here shown represent the leaders in their respective fields—Condensed Milk and Coffee. Their value as sales-producers and repeat business-getters is thoroughly established in the trade. Don't be content to stock them, but get them in the limelight by displaying and pushing them as Canada's original products.

We deliver 5-case lots to any point in Ontario, Quebec and Maritime Provinces, prepaying freight up to 50c per 100 lbs.

Note these prices:

St. George Brand Coffee, 2 doz. in case	$4.80
St. George Evaporated Milk, 4 doz. in case	3.60
Banner Condensed Milk, 4 doz. in case	5.25
Princess Condensed Milk, 4 doz. in case	4.50
Premier Skimmed, 4 doz. in case	

ORDER NOW

The Malcolm Condensing Co., Limited, St. George, Ont.

SUN-KIST
BRAND
REG. U.S. PAT. OFF.
CONTENTS
1 LB. 14 OZ.
CALIFORNIA
YELLOW CLING PEACHES
A DISTINCTIVE BRAND
A DISTINCTIVE LABEL
A DISTINCTIVE QUALITY

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CANADIAN GROCER

Only Weekly Grocery Paper Published in Canada

THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. XXX PUBLICATION OFFICE: TORONTO, MAY 7, 1915 No. 19

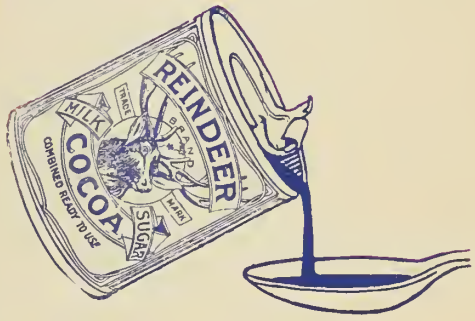
The Thermometer Is Climbing

Outing Weather's Coming

and with it the life in the great out-doors, the picnics, the week-end canoe and fishing trips, the vacation, camping and cottaging and the many other pleasure-seeking diversions which call for the away-from-home meal and

Borden's

This is your harvest season for the Borden Milk products — every lunch basket, every hamper should contain at least one of these—Reindeer Coffee, Reindeer Cocoa, Reindeer Condensed Milk, Eagle Brand Condensed Milk, Jersey, St. Charles or Evaporated Milk.



Show the Borden line in your window trims, in your show cases, on your counters.

Stock up now and be prepared for the Summer's demand.

BORDEN MILK COMPANY, Limited

"LEADERS OF QUALITY"

MONTREAL

Branch Office - - - No. 2 Arcade Building, Vancouver, B.C.

COX'S GELATINE

Let that household word "Cox" guide you right when stocking with Gelatine—the perfect product whose purity has never been questioned. With it you are safe,—powdered or shredded, but either way equally as free from deception. No "premiums" inside the box—because no premium offer is necessary to induce sales.

THISTLE

CANNED HADDIES
KIPPERED HERRING
FLAKED FISH

No other brand is "just as good" as the Thistle because no other Haddies are quite so scrupulously clean (always a Haddock and never anything else)—no other Kippered Herring can be quite so toothsome because the Herring come from St. Mary's Bay—no other Flaked Fish are quite so carefully selected. Buy the "Thistle" and you buy the best.

CODOU'S

Look for the name "Codou's" on the package and rest assured of highest quality in Macaroni, Vermicelli or Pastes. Cleanliness is a hobby of the makers. And delicacy is a feature of the product of this grand old house in Marseilles, France, established half a century ago.

STOCK UP TO-DAY

ARTHUR P. TIPPET & CO.
Agents, Montreal

Lantic Sugar

Lantic Sugar

Did You Receive It ?

If not, send a Postcard
for your copy of

THE LANTIC PILOT

Showing *the* way *to* your Greater Profit

A Book that Every Grocer in Canada Ought to Read

It tells all the facts about the wonderful new Atlantic Sugar Refineries; the new methods of refining and packing the LANTIC SUGAR; also the details of this strong advertising campaign; and how you can cash in on it.

Write for Your Copy To-day

Atlantic Sugar Refineries, Limited

Montreal, P.Q.

Lantic Sugar

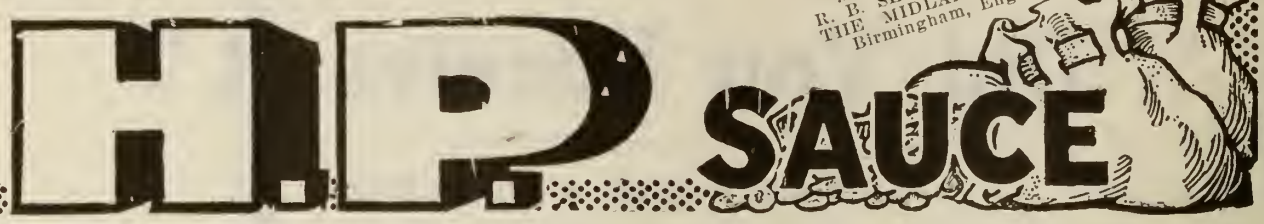
The Perfect Cooking and Preserving Sugar

ADVANCE—OR RETIRE ?

There's no standing still in business. It's lines like H.P. Sauce that make for progress. Good Value, Good Profit and Good Advertising—
Some of you are doing great things through H.P. Sauce.

Now how about you?

W. G. PATRICK & CO., LTD., Toronto, Montreal, etc.
R. B. SEETON & CO., Halifax, N.S.
THE MIDLAND VINEGAR CO., LTD., Birmingham, Eng.



A Grocer's best and most profitable employee in the Summer Time is his

ARCTIC Refrigerator

with its wonderful circulating Air system, which produces dry cold refrigeration, positively preventing spoilage. Keeping fruits, meats and other perishable goods always fresh and sweet. We can prove to you that the Arctic is the most efficient refrigerator on the market, and that it will be a most profitable investment—a real money-maker and saver.
Write for catalogue.

John Hillock & Co., Limited
Makers of High-Grade Refrigerators and Fish Cases
TORONTO

Don't Buy "An Electric Coffee Mill"

Buy a COLES GUARANTEED ELECTRIC MILL

There's a tremendous difference — as great as there is between an unsigned check and a signed one.

When the name COLES is on your mill you're certain it's "right."

Have you a copy of Catalogue 913C?

26 models of electric machines. Makers of Hand Coffee Mills for twenty-five years.

COLES MANUFACTURING CO.
1615 North 23rd St. PHILA., PA.

Agents: Chase & Sanborn, Montreal; The Codville Co., Winnipeg; Todhunter, Mitchell & Co., Toronto; James Turner & Co., Hamilton, Ontario; Kelly, Douglas & Co., Vancouver, B.C.; L. T. Mewburn & Co., Calgary, Alta.

CLASSIFIED OPPORTUNITIES

MEN WANTED. POSITIONS WANTED. ARTICLES FOR SALE OR EXCHANGE.

One twenty-word Want or Exchange Ad. free to any subscriber

Rates for Condensed Ads. two cents a word for first month. One cent a word for subsequent insertions. Box numbers five cents extra.

Advertisements for next issue must reach us by the 20th of the month

Display Ads. in this Department for Men Wanted, Positions Wanted, For Sale or Exchange, $1.50 an inch, single column, one time.

TALK ACROSS CANADA FOR TWO CENTS A WORD

Bottled Purity

E. D. S. Grape Juice Made From Winona's Finest Concord Grapes

Stand at the Winona station in the Autumn when the grapes are ripe and take note of the vast quantities of Concord Grapes that are shipped from this section.

Get a look at the shipping bills and you will find that most of them are shipped on actual orders.

It is a well-known fact that there are five carloads shipped from Winona on actual orders to one from any other section in Canada.

It's the fine quality of the Winona Concords that is responsible for this condition. It is this delicious, full-flavored quality that has already built up a big demand for E.D.S. Grape Juice.

Every drop is absolutely pure, clean and wholesome.

Put in your summer's supply now and satisfy your trade.

E. D. Smith & Son, Limited
WINONA, ONT.

Agents:
NEWTON A. HILL
Toronto
MASON & HICKEY
Winnipeg
A. P. ARMSTRONG
Sydney, N.S.
W. H. DUNN
Montreal
R. B. COLWELL
Halifax, N.S.

CLEAN STORES CLEAN PROFIT

THE CITY GROCERY STORES,
J. E. Nix, Prop.
Edmonton, Alberta.
January 26th, 1915

Imperial Oil Company, Limited,
Edmonton, Alberta.

Re Standard Floor Dressing.

Gentlemen:—

Kindly forward at once one 5 gal. tin of your Standard Floor Dressing.

We have tried during the last five years several kinds of floor dressing and have found none to equal the Standard. It is the best thing we have ever used as a dressing for our floors and we consider it much better for keeping down the dust than any sweeping compound.

Very truly yours,
The City Grocery Stores.
J. E. Nix, Prop.

STANDARD Floor Dressing

on your own floors will keep your store bright and fresh-looking and your stock free from dust. It eliminates disease germs, preserves the floors and lowers cleaning costs. One application lasts from 3 to 6 months.

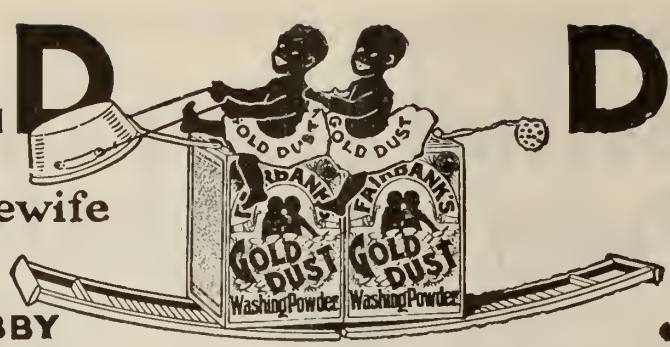
Stores, offices, warehouses, etc., form a field for the sale of Standard Floor Dressing which has proved profitable for many grocery stores. It will pay you to stock Standard Floor Dressing. Supplied in half-pint, pint, quart, half-gallon, gallon, and five-gallon lithographed cans; also half-barrels and barrels.

MADE IN CANADA

THE IMPERIAL OIL COMPANY LIMITED

BRANCHES IN ALL CITIES

GOLD DUST



Most every housewife has the GOLD DUST HOBBY

It will pay you to cater to it.

Women everywhere like GOLD DUST better than any other cleanser because it does more of their work and does it easier. Grocers everywhere like GOLD DUST better than any other cleanser because they sell more of it and sell it easier. Both advertising and merit are back of its great popularity and steady sale.

THE N.K. FAIRBANK COMPANY
LIMITED

A Customer Satisfied is a Customer Gained

Every grocer knows, too, how hard it is to please customers who know good extracts. Ask a grocer who handles Shirriff's extracts and he will tell you that his customers are satisfied. In many cases regular, profitable customers have resulted from an initial sale of

Shirriff's True Vanilla

We have made and sold our True Vanilla in Canada for over thirty years and thousands of discriminating housewives and successful cooks testify to its strength and goodness. It is a "pure food" extract that grocers might well be proud to recommend to their customers.

Would you like us to send you a bottle free to try in your own home? We will gladly do so if you will send us your name and address.

Imperial Extract Co., Toronto

True Vanilla

is 50% stronger than the Government standard requires. Every bottle bears our guarantee.

If You know—

the work there is in chopping fine several vegetables, the trouble in mixing them together, and then to have to tolerate that tasteless, winter-worn flavor—you'll easily understand the enthusiastic popularity for

SIMCOE BRAND Summer Vegetables

Saves all this trouble and work and dissatisfaction, and gives real summertime flavor instead. How many cases will do for first order?

Write your wholesaler to-day

DOMINION CANNERS LIMITED
MADE IN CANADA
HAMILTON

Readers Of The Grocer, Let Us Know Your Wants

You have noticed our Letter Box service. Every week we hear from dealers who desire names and addresses of firms manufacturing some particular article.

This service may be beneficial to you. If you are in the market for any article you do not know where to get, our services will be cheerfully given.

The Canadian Grocer is in position to secure information on new lines in the grocery trade, and of novelties occasionally asked for in the grocery store.

Don't hesitate to write us. As a subscriber of The Grocer you are entitled to this service.

The Canadian Grocer

Montreal Toronto Winnipeg Vancouver

Every Purchaser Comes Back For More

Once a woman buys a bottle of O-Cedar Polish she becomes a regular customer for it. She would as soon be without it as she would be without soap.

O-Cedar Polish

(Made-in-Canada)

is the fast friend of every woman who likes her house clean and bright. They all read our ads. and only need to see it on your counter to buy it.

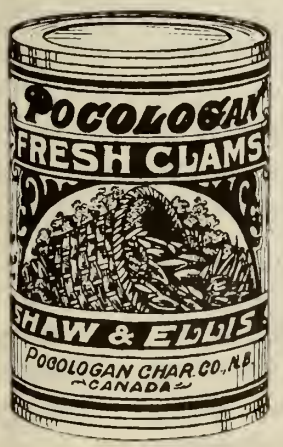
Your Jobber Will Supply You.

Channell Chemical Co., Limited
369 Sorauren Ave., Toronto

Miss O-Cedar using her Polish

The Polish that leaves a hard, dry, durable Lustre—Not Gummy or Sticky or Dust Collecting.

"Indian Chief Brand" CLAMS



Always insist on having this brand because they really are the very best clams on the market. And sold at a price that allows a good profit to the trade.

We are situated right alongside the clam beds and get our supply fresh every day, and they are canned right up at once.

In this way they retain their original flavor, and they are also put up in the most sanitary manner.

Just the thing for the restaurant trade.

Order from your jobber.

Packed by

Shaw & Ellis, Pocologan, N.B.

AGENTS:

Montreal, R. B. Hall & Son **Ottawa, William Forbes**
Quebec, A. Francois Turcotte

For warm weather trade and house-cleaning time, try

COOKED HAMS

Very cheap this year and better than ever.

"Star Brand" cured under Government inspection.

F. W. Fearman Co., Limited

Established 1854

ROBINSON'S

Of BRISTOL, ENGLAND

Tea and Coffee Bags

(PARCHMENT LINED)

Genuine Pure Vegetable Parchment

(Under special license from the British Government, we are now able to import from BELGIUM, via Rotterdam, the renowned Belgian make of pure white vegetable parchment. Orders accepted subject to our usual force majeur conditions existing.

Greaseproof Papers

Everything in Paper and Printing for the Packer and Wrapper

Samples and Quotations from

J. W. PINKHAM

73 Boustead Ave. Toronto, Canada

VAN BERKEL SLICING MACHINE

Will about pay for itself in the saving of waste which other machines make.

Send for illustrated catalogue giving full particulars.

The W. A. Freeman Company, Ltd.

HAMILTON, CANADA

Century Salt

Pure, even crystals

This is the evidence of the extreme care taken in the refining and packing of **Century Salt.** The salt that is best for table or dairy. Every store should handle **Century.** Order from your wholesaler or direct. We ship promptly. Get our quotation on assorted carloads.

THE DOMINION SALT Co. Limited

SARNIA - ONTARIO

King George's Navy—

is the winner with all who enjoy a good chew, and the leader with grocers who know a tobacco that not only attracts new customers, but keeps them coming back.

Stock King George's Navy, together with the other favorite Rock City Lines: Rose Quesnel (smoking), Master Mason (smoking), Maple Sugar (chewing).

Stock these quality lines to-day

Rock City Tobacco Co. Limited

QUEBEC WINNIPEG

OCEAN BLUE

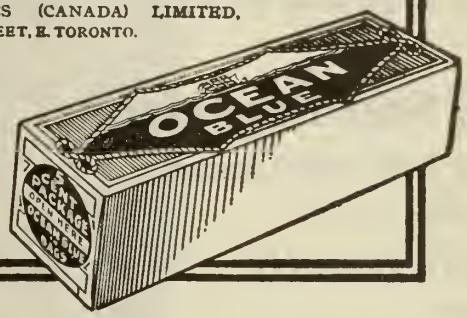
will bring customers again and again to your store.

It earns their goodwill, and the goodwill of your customers is beyond price.

Order from your Wholesaler

HARGREAVES (CANADA) LIMITED,
33 FRONT STREET, E. TORONTO.

Western Agents: For Man., Sask. & Alta., Nicholson & Bain Winnipeg, Regina, Saskatoon, Calgary and Edmonton. For B.C. and Yukon: Donkin, Creeden & Avery, 117, Arcade Buildings Vancouver, B.C.



"SOVEREIGN" SALMON

FINEST BRITISH COLUMBIA SOCKEYE

QUALITY IS OUR FIRST CONSIDERATION

PACKED BY
THE ANGLO BRITISH COLUMBIA PACKING CO.
LIMITED
VANCOUVER, B.C.

W. T. BENSON & CO.'S
CANADA
PREPARED·CORN
FOR CULINARY PURPOSES
This most delicious of all preparations for BLANC MANGE, PUDDINGS, CUSTARDS, INFANTS' FOOD, &c., is universally acknowledged to be superior to any preparation of a similar kind from the United States or Great Britain; is
GUARANTEED PURE
and superior to any similar preparation ever offered to the public; has taken FIRST PRIZES at all CANADIAN EXHIBITIONS and received the
PRIZE MEDAL
AT THE
International Exhibition, London, 1862
AND AT THE
Centennial Exhibition, Philadelphia, 1876
MANUFACTURED AND REFINED BY
THE CANADA STARCH CO., LIMITED
EDWARDSBURG WORKS
CARDINAL, ONT.
OFFICE: MONTREAL, QUE.
CANADA

BENSON'S CORN STARCH

is the Line of Least Resistance

Practically everybody knows BENSON'S—uses BENSON'S—prefers BENSON'S. Why not keep your customer satisfied by sending BENSON'S, whenever Corn Starch is ordered—whether or not BENSON'S is specified? They all want **Benson's** when they ask for the best.

"**SILVER GLOSS**" Laundry Starch has been unequalled for all Laundry work, for more than half a century.

The Canada Starch Co., Limited

Manufacturers of the famous Edwardsburg Brands

Head Office—MONTREAL

Timely Inducements Well Worth Your Consideration

FINEST QUALITY "CHUM" SALMON, tall tins. $ .80 doz.
BLUEBERRIES, 2's ..... 1.00 doz.

California Evaporated Fruits

Finest Quality DRIED PEACHES, 25 lbs., Faced .... .06½ lb.
Finest Quality DRIED APRICOTS, 25 lbs., Faced .. .10¾ lb.

Packed and shipped by

Griffin & Skelley, San Francisco

Deliveries: May, June, July and August.

FINEST HEAVY SYRUP *STRAWBERRIES,* 2's. $1.20 doz.

Extraordinary Demand for GREENBANK SPECIALTIES

"RED HEART" POWDERED LYE, 8-oz. and 12-oz. tins.
"GREENBANK" SOLID LYE, 16-oz. tins.
"GREENBANK" PURE CHLORIDE OF LIME,
The best for family use, ¼s, ½s, 1s tins, 25-lb. Drums.
For Laundries,
For Hotels,
For Hospitals.

PRICES AND SAMPLES SENT UPON REQUEST.

WE HAVE THE STOCK,
WE GIVE SATISFACTION,
BEST and COURTEOUS SERVICE.

L. CHAPUT, FILS & CIE, Limitée

Wholesale Grocers and Importers :: :; :: MONTREAL

CLARK'S
MADE-IN-CANADA
PRODUCTS

CLARK'S
PEANUT BUTTER
Any oil that has risen to the top of the butter is pure peanut oil and should be thoroughly mixed in again before using.
W. CLARK
LIMITED
MONTREAL
AND ST. REMI

Get ready for your

SUMMER TRADE NOW

Clark's Peanut Butter

in ¼, ½ and 1 Glass Jars and 5, 10 and 24 lb. Pails.

Clark's Tomato Ketchup

in 8 oz., 12 oz., 16 oz. Bottles and 1 Gal. Stone Jugs

Clark's Pork and Beans

Plain, Chili and Tomato Sauce

CANNED MEATS, SOUPS, MINCEMEAT, PLUM PUDDINGS, ETC., ETC.

Every Package has the Clark guarantee behind it.

W. CLARK, LIMITED MONTREAL

Clark's

Tartan BRAND
THE SIGN OF PURITY

We have secured before the advance a very large import of famous

Phulcherra Garden Teas

These are recognized the highest type of Indian Tea, and we are offering this tea 5c. lb. below the present cost of importation. See our travellers or write for samples.

BALFOUR, SMYE & CO., Wholesale Grocers **HAMILTON**

'Phones, 3596, 3597, 3598, 4656; Night 'Phone, 1807.

WINNING THE BUYER'S FAVOR

THE best possible buyer is not made an actual buyer at a single step. It is one thing to win the buyer's favor for an article and another to make adjustments incident to closing the sale. Winning the buyer's favor is the work of trade paper advertising. Under ordinary conditions it should not be expected to do more.

Sanitary Cans

"The Can of Quality"

Fruits, Vegetables,
Baked Beans, Soups,
Meats and Milk.

Sanitary Can Company
LIMITED
NIAGARA FALLS, ONTARIO

St. Lawrence Granulated

The Canadian Standard of Quality.
100 Per Cent. Pure Cane Sugar.

Push Bee Brand Products To-Day

Get these sales-bringing lines in your store to-day. Not only do Bee Brand Products appeal to your customers from the standpoint of quality and goodness, but also from price. And this combination goes a long way toward steady sales. Push Bee Brand to-day.

FORBES & NADEAU, Montreal, Que.

ONION SETTS

Subject to being unsold on receipt of order, we offer a limited quantity of Choice **Yellow Globe ONION SETTS**, put up in bags of 32 lbs., for

6c. lb.

Five bag lots, billed 1c lb. less.
Rush your order. This shipment will not last long.

H. J. ASH
WHOLESALE FRUIT DEALER
44-46 Church Street, - TORONTO

LARGEST MAKERS IN THE WORLD

Tin Foil—all descriptions
Tea Lead—all gauges and sizes
Metal Bottle Capsules—any size, color or stamping
Collapsible Tubes—plain or colored

ALL BRITISH MADE

Send specification of your needs or samples of what you now use — stating qualities — We will give you BEST QUALITY — BEST DELIVERY — BEST PRICES

BETTS & COMPANY, LIMITED

Chief Office:—1 Wharf Road LONDON N., ENGLAND

Here Are Some of the More Prominent Lines of Our

Gold Standard

Pure Food Products

They pay you profits, while adding to the prestige of your store.

"Western-Made-For-Western-Trade"

The purity, and genuine merit of these goods have placed them in their present enviable position—the largest and best selling lines of food products west of the great lakes.

It's always a pleasure to send full particulars and quotations. Drop a postal to—

The Codville Company, Limited

Wholesale Grocers and Manufacturers

WINNIPEG

Brandon MAN. **Moose Jaw** SASK. **Saskatoon** SASK.

A word with you in your own interest

Biscuits and Profit

Over 30 years ago we went into the Biscuit business. Our aim then was to make only the best. Our formulas called for the best ingredients procurable.

Through all these years we have adhered to using the very best of materials. We have grown, and to-day occupy an efficient and up-to-date plant for turning out goods that are much appreciated. Our goods, piece for piece, are equal to the best, and there is a reason for it.

Our aim has always been to sell reliable goods, and we believe there are stores in every town in Canada which should handle our lines. We know there are enough people in each place who can appreciate our goods.

Here's a Timely Suggestion

Inspect your stock of Biscuits (and Candies), and find out if you are getting the very best results from the goods heretofore sold. It pays to change your stock and get some new lines.

We are willing to send samples and let you be the judge.

You can increase your sales, reputation and profit, by selling our Biscuits.

Write to-day for our list.

The Montreal Biscuit Co.

Manufacturers of Biscuits and Confectionery

Montreal

DON'T OVERLOOK

"BORDO" *the much-appreciated chocolate—unique in flavor*

Manufacturers' Agents and Brokers' Directory

The Canadian market is over three thousand miles long and extends from the peach belt to the Arctic Ocean. Manufacturers and merchants can not hope to cover this market satisfactorily or get the best out of their Canadian opportunities without the assistance of local agents. The following firms in all parts of Canada are prepared to act as agents for good lines. The service department of the Canadian Grocer is at the disposal of firms wanting agents or of agents wanting agencies.

ONTARIO.

W. G. A. LAMBE & CO.
TORONTO
Established 1885
SUGARS FRUITS

W. H. Millman & Sons
Wholesale Grocery Brokers
Toronto Ont.

Headquarters for Evaporated Apples and Canned Tomatoes.

The Harry Horne Co.
GROCERY BROKERS
Manufacturers' Agents and Importers
309-11 King W., Toronto, Can.
We can place your goods on the market successfully.
(*Correspond with us.*)

W. G. PATRICK & CO.
Limited
Manufacturers' Agents and Importers
51-53 Wellington St. W., Toronto

STIRLING & YOUNG
General Brokers Phone Main 4331
27 Wellington St. E., TORONTO
We wish to get in touch with importers of Raw Sugars.
Reference : : : Bank of Montreal

HENRI DE LEEUW
28 Front St. E., Toronto.
IMPORTER-EXPORTER
FOODSTUFFS
Connections all over the world.

WESTERN PROVINCES.

GEORGE E. MEASAM
COMMISSION MERCHANT
Agencies for confectionery lines solicited. My representatives canvass the retail trade every six weeks in the Country and every two weeks in the City. P. O. BOX 1721,
Edmonton, - - - - - Alberta.

H. P. PENNOCK & CO.,
Limited
Wholesale Grocery Brokers and Manufacturers' Agents.
WINNIPEG.
We solicit accounts of large and progressive manufacturers wanting live representatives.

W. H. Escott Co.,
LIMITED
Wholesale Grocery Brokers and Manufacturers' Agents
Commission Merchants
WINNIPEG REGINA
CALGARY EDMONTON

WATSON & TRUESDALE
Wholesale Commission Brokers and Manufacturers' Agents.
120 Lombard Street
WINNIPEG - MAN.
Domestic and Foreign Agencies Solicited.

FRANK H. WILEY
Manufacturers' Agent
Groceries and Heavy Chemicals
Enquiries solicited for shipment from Spot stock Winnipeg or for Import.
757-759 Henry Avenue, Winnipeg

RUTTAN, ALDERSON & LOUND
LIMITED
COMMISSION BROKERS
Representing Canadian and British Houses
Agencies Solicited.
WINNIPEG. - MAN.

A want ad. in this paper will bring replies from all parts of Canada.

BRITISH COLUMBIA.

The Campbell Brokerage Co.
Manufacturers' Agents and Commission Brokers.
We have our own warehouse and trackage. Shipments stored and distributed. Can give special attention to a few good agencies.
857 Beatty Street - -Vancouver, B.C.

NEWFOUNDLAND.

T. A. MACNAB & CO.
ST. JOHN'S - NEWFOUNDLAND
MANUFACTURERS' AGENTS
and COMMISSION MERCHANTS
Importers and exporters. Prompt and careful attention to all business. Highest Canadian and foreign references. Cable address: "Macnab," St. John's. Codes: A, B, C, 5th edition and private.

QUEBEC.

W. J. McAULEY
Commission Broker
Flour, Feed, Grains, Potatoes.
We are open for a good agency in food stuff line, calling on the retail trade.
522 Board of Trade Bldg., Montreal

Want Ads.

If you want a buyer for your business, or have a situation to fill or want a situation, send us a Condensed Advertisement. There is someone who is looking for a proposition such as yours. For two cents a word you can speak across the continent with a condensed advertisement in this paper.

Try it out.

TORONTO SALADA CEYLON TEA MONTREAL

On May 1st we advanced the price of "SALADA" five cents a pound to the consumer.

This increase by no means indemnifies us for the additional cost of teas, without any regard to the extra cost of insurance, freight, etc. In fact, we may say, that when teas bought at recent auctions reach our warehouses, we could not afford to sell them at the new figures. Should the cost of tea reach $1 a pound, the price of "SALADA" will be correspondingly increased, in support of our determination never to allow market conditions to affect the high standard of quality we have maintained for the past 23 years.

The price of "SALADA" East of Winnipeg, now is:—

BROWN Label to the consumer,	40c—	to the dealer	.....	33c per pound
BLUE	" 50c—	"	.....	40c per pound
RED	" 60c—	"	.....	46c per pound
GOLD	" 70c—	"	.....	54c per pound

You will note that one cent of the advance on **BROWN** Label has been reserved for the dealer.

WE GUARANTEE THE SALE OF "SALADA," for we will refund the purchase price in full of every pound returned at any time for any reason.

Men Around the Kaiser

By Frederic W. Wile

Berlin Correspondent of the London Daily Mail.

The only book giving complete and accurate information about all of the great German warriors, statesmen, business men, scholars and all those who figure most prominently in the affairs of that country at the present moment. By a man who has viewed German affairs at close range. Price $1.00, Postpaid.

Book Department:

The MacLean Publishing Co.
LIMITED
143-153 University Ave.
TORONTO

Keeping Summer Sales Big

The grocer whose store is fitted with an efficient refrigerator system such as the Eureka embodies, invites a better class of trade to his store—and **more of it** on account of the better condition in which perishables are kept. To the go-ahead Butcher or Grocer the installation of a Eureka marks an epoch, of **greater sales, greater business prestige** and **greater profits.**

Don't be misled that any other make is "just as good"—there is not a refrigerator on the market equal to the EUREKA and every one turned out of our factory carries our guarantee.

You incur no obligation by sending us a request for particulars, but will profit by the details we will give you about the Refrigerator with a 28 years' reputation —the Eureka.

Eureka Refrigerator Company
31 Brock Ave. Limited TORONTO

Appreciated and preferred all over the civilized world, wherever the cleanest and whitest washing is desired. The grocer who suggests KEEN'S pays a distinct compliment to his own good judgment, for KEEN'S is the acknowledged favorite wherever washing is done.

Your nearest wholesaler is ready to supply you.

MAGOR, SON & CO., Limited

403 St. Paul Street, MONTREAL **30 Church Street, TORONTO**

AGENTS FOR THE DOMINION OF CANADA

Little did the Arabians think their little shrub, K'hawah, would produce the world's greatest beverage—

but it has; coffee to-day has first place. It's now only a matter of the coffee with the finest cup quality.

If you have not introduced **McLaren's Ladies' Delight Coffee to your patrons you owe them a treat**—it's the coffee that stands up well in the cup and is a sure repeat-getter.

Order now and try it out.

McLARENS LIMITED

Hamilton and Winnipeg

CANADIAN GROCER

VOL. XXIX TORONTO, MAY 7, 1915 No. 19

Important Convention of Grocers

What Took Place the First Day of the Session—Address on Handling Eggs by Government —Fighting Speech by the Dominion Secretary—Government to be Approached on its Tardy Analysis of Foodstuffs—The Dairy Butter Regulations.

SPECIAL STAFF CORRESPONDENCE.

LONDON, Ont., May 4.—Questions of great moment from the standpoint of the retail dealer were ventilated here to-day at the opening session of the Ontario Grocers' Section, Retail Merchants' Association of Canada. To-day (Tuesday) was not very propitious from a weather standpoint, but nevertheless there was a fine representation from all parts of Ontario as far east as Ottawa and Peterborough, and Bracebridge and Huntsville in the north. Toronto was particularly well represented, and naturally, of course, Western Ontario sent large representations from many towns and cities.

The meeting was scheduled to open at ten o'clock on Tuesday morning, but the commencement was postponed until the afternoon, no doubt to allow more delegates to be present at the opening. The morning was spent in seeing the pure food display in connection with the convention and in visiting some of the local factories.

Shortly after two o'clock Chairman W. J. Mellen, of Brantford, sounded his mallet, and the third annual gathering of Ontario grocers was in full swing. On the platform with him were B. W. Ziemann, of Preston, Ont., Dominion and Ontario president of the Retail Merchants' Association; E. M. Trowern, Dominion secretary, and W. C. Miller, the provincial secretary.

Welcome From London Officials.

Greetings were extended to the delegates by members of the local City Council and other public officers, including Mayor Stevenson, Ald. Meredith, Thos. McFarlane, of the D. S. Perrin Co., president Board of Trade; Ald. Manus, Ald. Palmer, and E. C. Mitchell, ex-president Board of Trade.

Mayor Stevenson commended the idea of merchants getting together in convention and deliberating on questions of great importance to their particular trade. Among the men who attend these conventions were to be found the leading minds, he said. Mr. McFarlane commended the grocers of Canada for being among the first to contribute to the war funds when the call came last fall.

Ald. Palmer, who is, too, a member of the grocery trade, got the sympathies of the meeting by pointing out that the police force had been locked up, and that if the grocers got hold of anything they could take it with them, if they could carry it. Just then the chairman announced that somebody had walked away with somebody else's coat—and nobody disgorged. Mr. Mitchell lamented the fact that so many enter the grocery business with little or no business experience, and he urged the importance of attending conventions. "The men who attend these conventions are the men who get the benefit," he said.

W. J. MELLEN, Brantford, Ont.,
The Chairman who presided over The Grocers' Convention at London.

B. W. Ziemann, provincial and Dominion president of the R. M. A., in response, referred to the importance of the Grocers' Section as a part of the Retail Merchants' Association. "I am glad to see so many taking an interest in this convention," he said. "It is only by keeping your calling on a high plane that you progress, and it is only by organization we hope to eliminate those who get into each line of business to demoralize the trade. By gathering together from time to time, we are able to straighten the little kinks and stave off the detrimental legislation that crops up from time to time."

Mr. Ziemann extended an invitation to attend the provincial convention of the Retail Merchants' Association when it is held, and urged that more members get more closely in touch with the general work that is being done.

The preliminaries, including the roll call of officers, the reading of the minutes of the last meeting, and the correspondence, were then consummated.

Address of the Chairman.

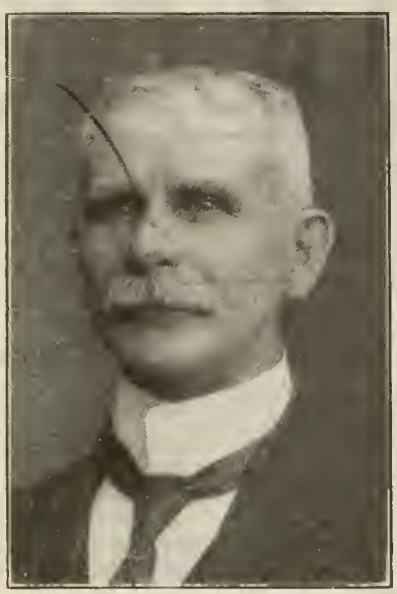
Chairman W. J. Mellen, of the Grocers' Section, then addressed the convention:

"While expressing my great pleasure in meeting you once more," he said, "I join with the members of the local association of London in extending to you a hearty welcome to the third annual convention of Ontario grocers, and trust that the benefit you derive will more than compensate for the time that you are away from your own private business.

"Nothing succeeds like success; therefore, by strengthening our organization in this way we are more likely to accomplish the objects we have in view.

"While there are many merchants throughout the country who are not at

present members of our association, and who will derive equal benefits from these reforms for which we are striving, nevertheless we should double our ef-



J. A. McINTOSH, HAMILTON.

forts to demonstrate to these men that their interests are identical with ours, and that their hearty co-operation with us would bring about more speedy results.

Amalgamation Perfected.

"At the annual convention last year the question of the amalgamation of the Ontario Retail Grocers' Association with the Retail Merchants' Association was considered, and on motion was left to the incoming executive. At a subsequent meeting of the new executive it was decided that union with the R. M. A. would strengthen both organizations, secure for the Ontario Grocers' Association a fully-equipped office, a capable office staff, and the privilege of making use of the credit reporting system without any additional expense to us. Immediately after the amalgamation of the two bodies, the head office inaugurated a vigorous campaign in the interests of the retail grocery trade. Many questions were considered, some of which have been carried to a successful conclusion. Amongst them I may mention a change in the proposed Workmen's Compensation Act, which now leaves the retail merchant exempt from any contribution.

"A Bulk Sales Bill has been satisfactorily arranged between the manufacturers, wholesalers and retailers, and now awaits the sanction of the local Legislature to become law.

"Owing to the outbreak of the European war, business, as well as many prices, have been demoralized. Time will be required for adjustment. In the meantime, the retail grocers along with all patriotic citizens look forward to a brighter day and a complete triumph for Britain and her Allies.

"The following are some of the questions that will come up for discussion at this convention:—'A plan whereby a retail merchant will receive a fair margin of profit for handling soap and other staples. 'Consideration of a proposal under the Inspection and Sales Act to have bags and packages marked with the weight of the contents.' 'Consideration of a plan to prevent some wholesalers and manufacturers, whose goods we handle, from selling direct to our customers after they have supplied us with their products.' 'The consideration of the effect on the retail grocery trade of selling carload lots, by manufacturers and wholesalers, to farmers, clubs and co-operative stores.' 'Consideration of the abolition of all premiums in packages and otherwise.'

ADAM PALMER, London, Ont.,
A grocer in the city council in the Forest City.

'Consideration of the advisability of refusing to place orders for glass jars until the retailer has been guaranteed against loss by breakage on railways.'

"The above are only some of the questions that you are asked to discuss, and I trust that your deliberations will result in great good to the grocery trade.

Praise for London Association.

"We have hit upon a fine city for the holding of our 1915 convention, and we are among friends who are working energetically through their local association to further the interest of the grocery trade in general. I congratulate them on their strength and their ability to do things.

"We want," he concluded, "the counsel of you men who have come here today. We want your assistance not only to-day and to-morrow, but throughout this year. There are big things to be accomplished, and we can only get them through united effort. It is now up to each and every man to do his duty."

SECRETARY'S REPORT.

Secretary W. C. Miller read his report as follows:—

I have pleasure in submitting to you for consideration my third secretarial report of the association, and, in so doing, would firstly refer to the amalgamation of the Ontario Retail Grocers' Association with the Ontario Grocers' Section of the Retail Merchants' Association of Canada, which was the outcome of that feature of the deliberation at last year's convention.

At a subsequent meeting of the executive it was decided that the personnel of the officers elected at last year's session form the executive of the Ontario Grocers' Section of the Retail Grocers' Association.

The benefits of the amalgamation of the two associations was early appreciated by the retail grocers of Ontario.

I regret having to report that the amendment to the Garnishee Law, which we had such high hopes of securing at last year's convention, was defeated before the legal committee, after receiving two readings in the Legislature.

Strong opposition from organized labor and the legal fraternity were potent factors in the defeat of the bill. The amendments to the Weights and Measures Act must be left in abeyance until such time as it is deemed opportune for introduction. This being a war session, the Government do not intend

E. K. BARNSDALE, Stratford, Ont.
Mr. Barnsdale is the Mayor of the Classic City.

to take up any matters which will affect the revenue of the Dominion.

It has been my privilege during the year to become more closely identified

with the association and organization work, and I have had the pleasure of visiting the merchants in different parts of Ontario. On every occasion I have

W. C. MILLER, Toronto,
The energetic secretary of the Grocers' Association.

received every courtesy and consideration at their hands.

Call for Assistance.

The work of organization has recently been placed under my supervision, and I respectfully request that any assistance and co-operation that the grocers can extend to the organizing district secretaries when calling on them will be greatly appreciated by the association, and will materially reduce the cost of organization work.

The association has a staff of six qualified organizers, and last year, through their efforts an increase of 760 members has been recorded. On their behalf, I desire to thank the grocers for the loyal support which they received at your hands, and trust that the stewardship of the association, as outlined by them, will commend itself to you and merit a continuance of your moral and financial support.

The association has been called upon during the year to oppose a great many legislative and other important matters, and my report will be greatly augmented by that of E. M. Trowern, Dominion and provincial secretary, and to whom the retail trade, not only of Ontario, but throughout the Dominion of Canada, owe a debt of gratitude for his untiring and indefatigable efforts in the protection of the retailer. It may not be generally known that every bill, whether it be of a Provincial or Federal nature, passes through the hand of Mr. Trowern, and past achievements in this regard speak for themselves. At this juncture I might be permitted to refer, without comment, to some of the important issues which the association have dealt with during the year.

Some Things Achieved.

1. The exclusion of the retailer from the readings of the Workmen's Compensation Act.

2. Continued opposition to the co-operative store methods, which has been fully justified through the recent liquidation of the National Railway Association and the Householders' Co-operative Stores, and other minor individual corporations working under co-operative charters.

3. The defeat of the Store Door Bill.

4. The defeat of the Fire Marshal Bill.

5. The securing of the standard weight for a bag of potatoes (90 lbs.)

6. False advertising brought under the criminal code and a series of convictions registered in the different parts of Ontario.

E. F. MASON, Peterboro, Ont.
A member of the Executive from Eastern Ontario.

7. The abolition of trading stamps, coupons, etc.

8. An amendment to the Transient Traders Act.

9. The enforcing, where possible, of the Pedlars Licensing Act.

10. The defeat of the Cold Storage Bill.

11. The introduction of an amendment to the Bulk Sales Act.

12. Over $100,000 has been collected by the merchants themselves through our credit reporting system at no cost to the retailers whatever. These few, with many others, will be fully explained by Mr. Trowern in his report.

On visiting the merchants of Ontario we have been afforded the opportunity of learning the different grievous questions which are confronting the merchants of to-day, the most outstanding of which is the ever-increasing practice of wholesalers selling direct to the consumer, and I sincerely trust that some final action will be taken at this convention to eliminate such unfair practices. The selling to farmers' clubs and co-operative stores is another grievance which should receive the immediate attention of this session. The mail order and catalogue business is one which merchants feel keenly, and some action should thus be taken in this regard. The transient traders and pedlars have been making serious encroachments in all parts of Ontario on the legitimate rights of the retailer, and as this matter is tabled for discussion at the convention, it is earnestly hoped that some remedy may be secured.

An amendment to the Pure Food and Drugs Act is earnestly desired by the grocers of Ontario. The unfairness of the present Act will be cited at this year's convention.

The securing of 1 per cent. from the wholesalers for prompt monthly payments, the grocers think, would be an incentive to them to make prompt payments, and would have a further tendency to curtail the credits extended by them.

The invoicing and delivery of canned goods, dried fruits, salmon and other articles before requirement is strongly condemned in all parts of the province. The grocers feel they have no right to store those goods and tie up their money, pay insurance, etc., and some reform in this connection would be welcomed by the retail trade.

The small margin of profit on soaps and other staple articles are grievous problems to the trade, and it is to be

THOS. SHAW, London, Ont.,
The Finance Minister of the Association.

hoped that some solution can be arrived at in this regard.

Municipal Honors on Executive.

A pleasing and unique feature during the year and worthy of note is the fact

that the four executive heads of our Ontario Grocers' Section have been successful in receiving municipal honors, our worthy chairman, Mr. Mellen, of Brantford, being elected an alderman of that city; Vice-Chairman Barnsdale, Mayor of Stratford; Vice-Chairman Adam Palmer, alderman of the City of London, and J. A. McIntosh, alderman in the City of Hamilton. Many other prominent grocers in Ontario are also civic representatives, and it augurs well for the future of the retail grocery trade to have their local interests guarded by their business colleagues.

During the year the Toronto and Brantford Grocers' Association changed their identity and amalgamated as a body with the Ontario Grocers' Section of the Retail Grocers' Association, materially strengthening our membership.

There never was a time in the history of the retail grocery trade when we must stand shoulder to shoulder and work in unity more than now, and even with existing conditions, over which we have no control, we look with optimism to the future, and have set out this year to increase our membership by one thousand members. If you are not yet a member of the local association, join now and receive the benefits of your association and help others to help you. The trade matters to be discussed at this year's convention have been enumerated in the 5,000 notices sent to the retail grocery trade of Ontario, and which I trust will be the means of having a large attendance at this year's session.

The Manufacturers' Exhibits.

The holding of a manufacturers' display of "Made-in-Canada" products should prove an interesting feature of this year's convention, and your secretary desires to take this opportunity of expressing his appreciation of the co-operation and support extended by the manufacturers and others to make this year's session the best yet. This feature ought to be interesting, instructive and

DONALD McLEAN, Toronto,
Executive member, who has long been connected with Association work.

inviting, and some 15,000 invitations have been extended to the consuming public of the City of London.

I would indeed be remiss in my duty if I did not refer to the enthusiastic and good work of our worthy chairman, Mr. Mellen, who has done a great deal for the association and sacrificed both time and money to further the interests of the retail grocers. I have found him a great assistance in the duties which devolved on me, and ever ready to do all he could to further promote the interests of the trade as a whole.

The other executive officers have been equally enthusiastic, and their energies have also been greatly appreciated.

Prompt and careful attention have been given to all letters, and I desire to thank the secretaries and individual grocers for the spirit of courtesy and consideration which has characterized all the communications.

Commends the Trade Papers.

The association and trade generally owe a great deal to the trade journals, who have, during the year, given widespread publicity to our deliberations, and especially to their co-operation in making this year's session a success. I would recommend that some fitting resolution appreciating those services be presented at this year's convention.

In concluding my report, I recall the many kindnesses and courtesies extended during the year, and desire to thank the executive of the London Association, who have so ably assisted me in the preparations for this year's convention. It is a satisfaction to feel that in an endeavor to meet the requirements of my position I have had the most loyal support and co-operation from all quarters, and sincerely trust that the enthusiasm which is prevalent here to-day will continue throughout the year, and that our hopes for a thousand additional new members will be fully attained.

We have endeavored to extend to every member the best possible service, and feel gratified if we have given a reasonable degree of satisfaction.

Trusting that this convention may be enjoyable to every grocer present, and that our deliberations will be of lasting benefits to the members generally.

W. C. MILLER.

Backed by Trade Elsewhere.

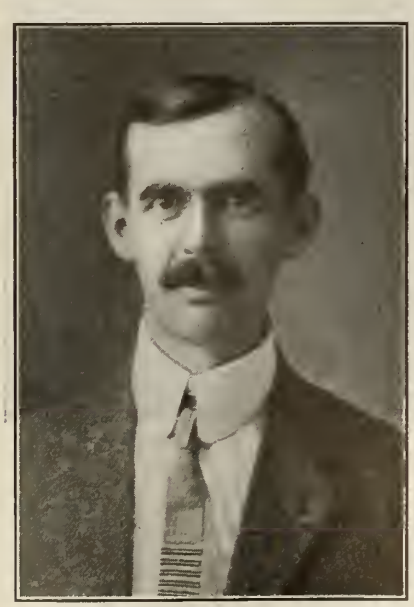
E. M. Trowern congratulated the grocers for coming such distances for the purpose of seeing how they could improve the retail grocery business.

"I recently," he said, "had the pleasure of visiting New Brunswick and attending the convention of merchants there. Down there the grocers are back of us, and so are the grocers in Saskatchewan.

"At a meeting of grocers down in Quebec province, after addressing them, the chairman, who could not speak very good English, shook me by the hand and said, with true French fervor: 'Our hearts are with you.' We are therefore one to-day.

"We want to be a power in the trade and we must not allow other men to run our trade. Some say we must not

(Continued on page 28.)



CHAS. McCAUSLAND, Paris, Ont.
One of the Executive members.

ED. HAZEL, Hamilton, Ont.,
An ex-President of the Hamilton association and an executive member.

Getting a Profit Out of Fruit

Suggestions From an Experienced Grocer on the Handling of Fruits and Vegetables With a Minimum of Loss—Figuring Ahead on Deterioration—Some of the Provisions of the Fruit Marks Act and Hints on Amendments.

Address by D. W. CLARK, Toronto, at Grocers' Convention in London, Ont.

THE first intimation I had that I was expected to say something on the Fruit Marks Act, or on anything else, was when I saw my name and the subject assigned to me on the programme. If I had been consulted on the matter, the probabilities are I would have suggested some other topic, and even as it is, I shall not confine any remarks I may have to make to the Fruit Marks Act only, but shall include a few of my impressions gathered from experience on whether the retail grocer should handle fruits and vegetables and some of the methods he might adopt to turn, what is in a great many cases, if not the majority, a loss into a profit.

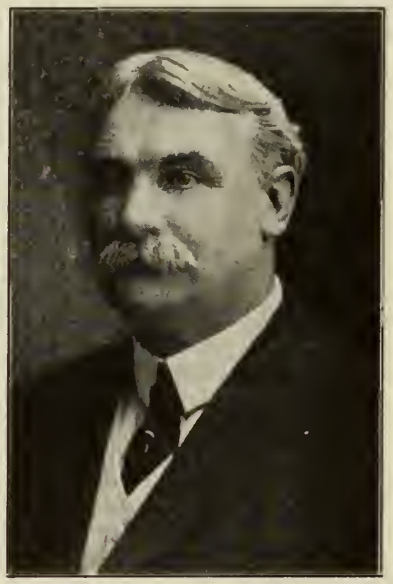
If you will look up the Fruit Marks Act, which is also known as the "Inspection and Sale Act," you will find that there is not a great deal in it that applies to the grocer and even to the Canadian trade in general. It deals more particularly with the export trade. There is a clause to the effect that any person who packs fruit in a CLOSED package for sale shall have the package marked plainly in an indelible manner and with letters a certain size, with his name and address. The package must also be marked with the name of the variety of the fruit and the designation of the grade of fruit, whether Fancy No. 1, No. 2, or No. 3.

Should Apply to All.

You will note that these regulations apply only to fruits in **closed** packages, which means that they apply practically to apples and to apples for export. I maintain that these regulations should be amended to cover all lines of fruits and vegetables, whether in closed cases or not. As you all know by experience, there are more causes for complaint in connection with small fruits than with a large and sounder fruit like the apple. We should endeavor to get a change that would apply to berries, peaches, plums, etc., and also to have the contents or weight marked on the package.

On fruit baskets or other packages sold to us by the commission man there is often simply the number of the shipper who has forwarded the fruit to the commission man. It would be much more satisfactory to us if the name of the shipper were on the package instead of simply his number. As it is now only the commission men know the shipper. If we knew him, we could get after him much more readily in case he has not packed satisfactory quality in the package.

There is a clause in this Act in reference to "Falsely marked and falsely packed fruits," which is certainly not enforced. This states that whenever any fruit in any package is found to be so packed that the faced or shown surface is a false representation of the contents of the package any inspector may mark the words "Falsely packed" in a plain and indelible manner on the package. This you will see applies to every package, whether open or closed. I have often bought a barrel of apples, for instance, which were nicely faced on the top, while lower down they were green and of a poor color, and not at all the same value. This is something we as retailers could do a great deal to eliminate. But, strange to say, so far as I can see, there is no penalty attached to the offence of falsely packing fruit in this respect. This is, to say the least, a very short-sighted act on the part of those responsible for drawing up this portion of the regulation.



D. W. CLARK, Toronto,
Whose address on the Fruit Marks Act and the handling of fruit was a feature of the Convention.

The Size of Boxes and Baskets.

With reference to berries or currants in boxes, there is a clause which states that every box offered for sale shall be plainly marked on the side of the box in black letters, at least half an inch square, with the word "short," unless the box contains when level as nearly exactly as possible at least four-fifths of a quart, or in a case of smaller boxes at least two-fifths of a quart; and, further, that every basket of fruit offered for sale in Canada, unless stamped on the side plainly in black letters, at least three-quarters of an inch deep and wide, with the word "Quart" in full, preceded with the minimum number of quarts which the basket will hold when level full, shall contain 15 quarts or more, or in the case of smaller baskets eleven quarts; in still smaller baskets, six quarts; and in case of the smallest basket, two and two-fifths quarts, as nearly exactly as possible. It seems to me that we could do much good by lending our efforts to the enforcement of this clause. But note further the ridiculously low penalty in case of an infringement of this part of the Act. If anyone violates this provision in regard to a box of berries, currants or a basket of fruit, he shall be liable to a penalty of 25c each, but if one of us were to sell a quarter of a pound of adulterated pepper, even when the fault is not ours, it would cost $10 or $15 fine and from $40 to $50 to settle the matter; but when the Government is dealing with farmers, who supply so many votes at election time, the penalty is the small sum of 25c. I have submitted these suggestions in reference to the Fruit Marks Act in the hope that they will be discussed either here or later on, and that eventually we may be able to secure amendments which would not only assist in placing the fruit distribution on a better basis, but would assist us greatly in preventing complaints with our customers.

The Grocer and Fruit Selling.

The question is frequently asked—Should the grocer handle fruits and vegetables? In the Old Country in former times grocers handled very little of this class of goods—the trade being almost entirely in the hands of what is known as the "greengrocer." Probably to-day there is more sold by the grocer there. In Canada the general public is inclined to purchase its food-

(Continued on page 33.)

CANADIAN GROCER

ESTABLISHED 1886

Only Weekly Grocery Paper Published in Canada.

THE MACLEAN PUBLISHING COMPANY
LIMITED

JOHN BAYNE MACLEAN, President.

Publishers of Trade Newspapers which circulate in the Provinces of British Columbia, Alberta, Saskatchewan, Manitoba, Ontario, Quebec, Nova Scotia, New Brunswick, Prince Edward Island and Newfoundland.

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RESOLUTIONS OF A LIVE WIRE.

In the past I have been somewhat lukewarm on the subject of organization work, but since I have seen what the Associations are working for and what they are accomplishing, I have resolved to give my Association my active as well as my financial support. In future I intend to attend every meeting that I possibly can and take part in the deliberations that are intended for my benefit and the benefit of the trade in general.—A.L.W.

Advance in Tea Prices.

A PROMINENT tea concern this week advanced prices on their package teas by five cents a pound, making their lowest grade 33 cents to the retailer and 40 cents to the consumer. This, it may be pointed out, gives the retailer another cent. We are not able to find that any other tea house has followed suit as yet, but that they will do so is a matter for little doubt. Canadian Grocer has been pointing out for two months and more that package teas in Canada would be bound to advance. It was a very simple argument. Prices at London and Colombo have risen so steadily and so extraordinarily that it was impossible for tea men to sell to the trade at old prices without losing money and a good deal of money at that. Exactly six months ago one concern in this country was paying five pence, i.e., ten cents—a pound less for its teas than it does now. This is entirely exclusive of war risks and so forth, all of which add materially when bulk transactions are taken into account.

As to high prices and the reasons therefore,—we have gone into this matter again and again. Russia is the chief cause. She is buying exorbitantly, on account of the decree prohibiting the usage of vodka, and there seems to be no let-up to her demand. If Russia were able to get boats and she could take all she wanted from Colombo, we would not be able to get any for this country at all. There are other factors in the matter of soaring tea prices, but increased consumption is the chief, and, as we say, Russia is the main element.

We are inclined to think that the advance of five cents a package is not all. A few weeks will, we think, bring another increase. With teas, the very lowest grades, worth a shilling and over at the London auctions, importers are not covering themselves if they sell at a price at which the consumer pays 40 cents, and therefore an additional advance cannot, we think, be long delayed, unless tea prices tumble in a way and for a cause which does not at present appear within the range of possibility.

Once more the retailer has the unpleasant task of explaining to the customer the rise in tea prices. But as some compensation he gets a cent of the increase, and the assurance that an advance was unavoidable and has indeed been withheld as long and longer than financial considerations would dictate.

Growing Interest in Organization

THE first instalment of the convention proceedings of the Ontario Grocers' Section of the Retail Merchants' Association appears in this issue. It will be seen from the attendance that a large number of the grocers of the provinces are much interested in association work. Questions of considerable importance have been dealt with, and there is no one who will say that his decision to be at the convention has not been fully justified. This was the first year in which the retail grocers of the province have been united and the businesslike way in which they are going after reforms indicates plainly that they feel their strength and that they are assured their deliberations and actions will result in many reforms beneficial to the trade of the entire country.

Apart from the business session too much praise cannot be given the London Retail Grocers' Association for the whole-hearted manner in which they welcomed the delegates. The London Association is one of the largest local organizations in the Province, if not the largest, and the officials had a splendid

organization to look after successfully the various work attending such a convention.

Canadian Grocer was represented by three members of the staff, and with a little preparation ahead, we are able to present in this week's issue, a fairly lengthy report of the proceedings up to Tuesday night. Next week's issue will contain the completion of the report.

Olive Oil and Ginger Ale

OLIVE oil is recognized universally as an article of great medicinal value. There are people who use it all the time and if one went to the trouble, he could secure hundreds of testimonials to the effect that olive oil has proved a great preventive to appendicitis. Olive oil is to-day to be found in nearly every grocery store, and sales of it have increased wonderfully during recent years. The retail grocer, however, does not get all of this trade. He is compelled to divide it with the druggist, and of course the better salesman of the two gets the most business. The grocer has an additional handicap over the druggist, in that his store is visited by more consumers than that of his rival. It is up to him to get more of the olive oil trade by pushing its sale.

One of the drawbacks to the sale of more olive oil is its taste. As with olives, one has to acquire a taste for olive oil. The difficulty is not so much with the taste of the article, as with the greasy flavor it leaves in the mouth after being taken. A friend of Canadian Grocer found this same difficulty, and, while he was taking olive oil, he did not relish it, and on the least provocation would no doubt have passed it up. Accidentally he learned from another friend of a method for taking olive oil which did not leave the taste so many people complain about. He was advised in future to take his olive oil in ginger ale, using just a mouthful or two of the ginger ale with a spoonful of the oil. The latter rests on top and is therefore swallowed first. He is rejoicing to-day that he has found a method for taking olive oil without the uncomfortable after effects. The oil is now never tasted, he says. No doubt it could be taken with any highly carbonated drink.

There is a point here for every retailer who handles olive oil and ginger ale. Why not point out this little incident to customers and suggest that they take their olive oil in ginger ale in future? This is going to mean good business in both lines, particularly now as the summer season is almost on. We would urge every retailer to try the experiment.

Valuable Information About Fruit.

AT the Grocers' Convention in London this week, D. W. Clark, of Toronto, gave a talk on the Fruit Marks Act and on how fruits and vegetables should be handled to get a profit out of them. This merchant has been a particularly successful grocer and what he has to say has been based on experiences of the past, and his remarks are therefore all the more practicable.

In dealing with the selling of fruits Mr. Clark pointed out that in order to avoid losses the retailer should weigh or count every consignment that comes into his store, before he attempts to fix the selling price. How many grocers do this? If your peach, plum, apple or berry shipments were a basket or a box or two short, would you catch the error every time? This is an important point and one that should command every dealer's attention. The same merchant urges the retailer to figure his probable loss on fruits and vegetables before deciding on the selling price. If three or four boxes of berries have to be sold at a loss or thrown away entirely, how much money would you make on a crate? This is a very important question for every retailer who hopes to make a profit on his fruits and vegetables. At the same time Mr. Clark declares that if the maximum amount of fruits and vegetables are to be sold throughout the country, the retail dealer is an absolute necessity. He it is who makes attractive and appetizing displays of these foods in his windows to draw the attention of the passing public. If these displays were not there would women purchase three or four boxes of berries for tea one day, a dozen of peaches to-morrow and a head or two of lettuce and some green peas the next? The answer is certainly in the negative. If the grower should ever attempt to market his goods direct to the consumer, he would surely find that the demand would be greatly curtailed.

Seeding Proceeding Apace

THE official bulletin issued by the Department of Agriculture at Regina, Sask., under date of April 16, states as follows:

"Telegraphic reports received by the Department of Agriculture from all portions of the province show that 85 per cent. of the wheat is now in the ground.

"Wheat seeding will reach its final stages by the end of the present week, which indicates that the season is from a week to ten days earlier than last year.

"The continued fine weather has allowed the farmers to carry on their seeding operations under the best of conditions. In fall plowing and well-worked land there now appears to be sufficient moisture to ensure germination, and nearly all reports show the seed bed in good condition.

"Hot days and high winds have been a common feature during the past week, but slight showers have fallen at various points, and, although of little benefit directly to the crops, have retarded the drifting of summer fallows.

"In the north-western portion of the province there is a shortage of feed, which will not improve conditions.

"Reports from the district round Montmartre, in the south-eastern, and Pambrum, in the south-western districts, indicate that the early sown wheat is two inches above the ground. Wheat is also showing above ground in the Yorkston, Elstow, Coblenz and Moosomin districts.

"Ten per cent. of the oats acreage is now sown. Rain is needed in most parts, but the tone of practically all the reports is satisfactory."

Reports from the Maritime Provinces and Ontario are quite as cheerful as that from Saskatchewan. Early blossoming of fruit trees is regarded as being somewhat dangerous.

Editorial Notes

"ALL ABOARD for Saskatoon!" is the slogan to be heard in the West these days.

* * *

LOOK OVER THE advertising pages of this issue —there is money in them for you.

How a Merchant Should Advertise

The Newspaper Ad. Should be Linked up With the Window—The Copy Should be Thought Out, Not Put Together Haphazardly—The Ads. Ought to be Seasonable and Readable.

By GEO. S. McKENZIE, Kelowna, B.C., before R.M.A. of Vernon.

THE three essentials in managing a business successfully are advertising, salesmanship and service, and these three are so closely allied that speaking of the one it is almost impossible to keep from speaking of the others; especially is this so when speaking of advertising.

What milk is to a child, such is advertising to a business. The child, perhaps, can get along without milk, and perhaps a business may be able to survive without advertising, but to have a healthy child you must feed it, and to have a successful business you must advertise.

Different Forms of Advertising.

Advertising is anything which informs the public and makes the people notice, or talk about, or think about your business. Therefore, it is necessary to have a sign permanently displayed in front of your establishment, the front neat, the windows clean, and neatly and seasonably dressed; clean, bright, obliging clerks, good stationery on which to send out your statements, an efficient office staff to look carefully and correctly after your accounts, and then use your newspaper.

Go to any city or town of a few thousand people, and carefully look over the hotel registers, opera house curtains, restaurant menu cards, baseball score cards, telephone directories for advertisements, and such other places which place money in someone else's pocket rather than the man who pays for the advertising; look carefully over these, I say, and you will find that every firm which has gone out of business in the town has an ad in some or all of the places already mentioned. If you have got business in this way, continue using the same methods, but I think I can safely say that this is about the poorest form of advertising in the world.

I think you will agree that the firms who go broke are poor advertisers. Show me a firm who have all the cranks of a town dealing with them and I will show you a firm who knows something of the value of advertising, but you all know that a few particular buyers (we generally call them cranks) can do more harm or good, as the case may be, in a few years than you can eliminate in a year.

A satisfied customer is the greatest asset a merchant can have.

Your service is one of your greatest advertisements. No person wants to buy anything to wear or to eat from a clerk who has dirty hands, a dirty coat or apron, a dirty collar, or shoes.

Be honest with your customers, be honest to the best that is in yourself, make your customers your friends—at least gain their confidence.

Ads. Should "Say" Something.

You say it takes too much time to write ads. You are generally willing to take three hours a day filling up your stomach to keep your body alive. How about taking an hour a week to write an ad to keep your business alive? Think your ads over, say something in them, appeal to the people, tell the people something. Don't mislead. A firm which continually advertises selling below cost and all that sort of rot soon loses the confidence of the buying public, and that confidence once lost almost completely cancels the usefulness of all future advertising.

GEO. S. McKENZIE, Kelowna, B.C., Whose ideas on advertising are given in this article.

Every ad should be seasonable.

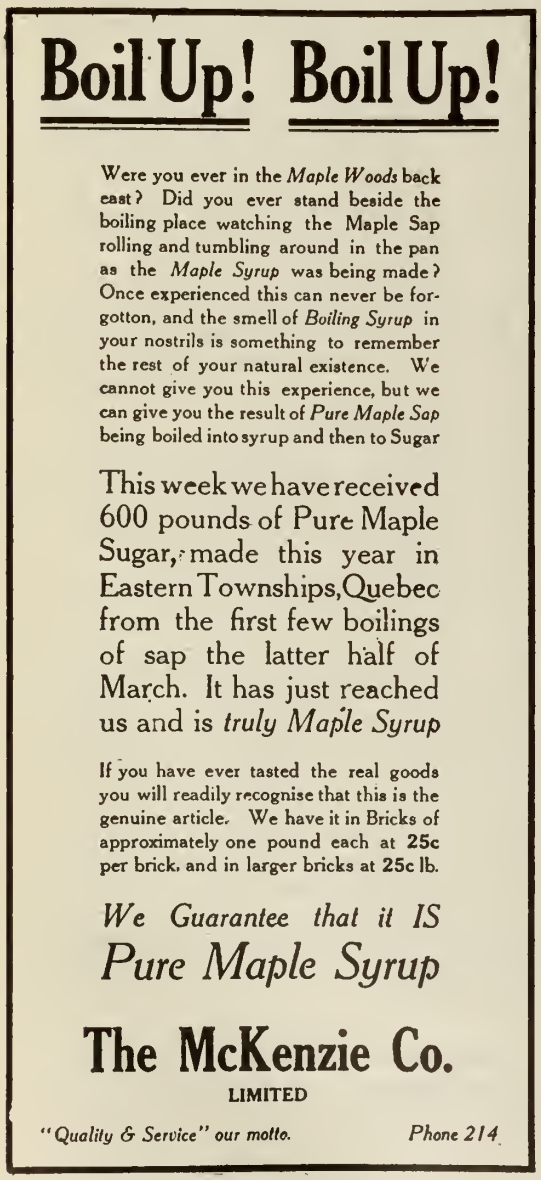
Every ad should be readable.

Change your style often. Even woman would get monotonous if the style of her clothes and her hat never changed.

Work your newspaper ad and your window together. It makes them both more effective.

Buck up merchants, make the people read your ads!

By the time a merchant learns how to keep his store by the guess methods he will have become old enough to retire and probably will have to do so.



Boil Up! Boil Up!

Were you ever in the *Maple Woods* back east? Did you ever stand beside the boiling place watching the Maple Sap rolling and tumbling around in the pan as the *Maple Syrup* was being made? Once experienced this can never be forgotten, and the smell of *Boiling Syrup* in your nostrils is something to remember the rest of your natural existence. We cannot give you this experience, but we can give you the result of *Pure Maple Sap* being boiled into syrup and then to Sugar

This week we have received 600 pounds of Pure Maple Sugar, made this year in Eastern Townships, Quebec from the first few boilings of sap the latter half of March. It has just reached us and is *truly Maple Syrup*

If you have ever tasted the real goods you will readily recognise that this is the genuine article. We have it in Bricks of approximately one pound each at 25c per brick, and in larger bricks at 25c lb.

We Guarantee that it IS
Pure Maple Syrup

The McKenzie Co.
LIMITED

"Quality & Service" our motto. *Phone 214*

Here is a splendid newspaper ad. on Maple Syrup used by the McKenzie Co. of Kelowna, B.C. The talk is about the best that Canadian Grocer has ever seen.

How Other Grocers Do Things

Sold the After-Dinner Mints

On a certain occasion A. Dewitt, a grocer on Fairmount Avenue, Montreal, found that a quantity of after-dinner mints were not performing their after-dinner function. They had been elbowed into a corner by other lines, and had every indication of hiding themselves.

Mr. Dewitt exposed them in the spot light on top of the first show case from the door, making a pyramid of the boxes. He did not cut the price a cent, nor did he offer a dinner for a special trial. In about a week the pyramid was razed to the ground—whereas they had been sticking on the shelves for a whole year.

* * *

Market for Hold-Over Fruit

One of the drawbacks to handling fresh fruit is the liability of having large quantities of perishable stuff left on the dealer's hand. Certain Montreal grocers have a reputation for starting each day with a fresh supply of fruit, and naturally they earn an excellent reputation which helps materially in building up their fruit department.

One of the largest Montreal retailers makes this possible by disposing each day of his surplus fruit to a baker and confectioner located on the same street, who makes effective use of it. The grocer sells this at a close price. Better, he says, to do this than to offer patrons stale fruit. The baker is anxious to secure the fruit, especially strawberries and raspberries.

* * *

A High-Class Circular Letter

One of the neatest and most convincing retail circulars that has come to our attention for some time is one recently sent out by W. N. S. Hunter, corner Maple Avenue and Prospect Streets, Hamilton, Ont. It will be remembered that more than a year ago Canadian Grocer reproduced pictures of the exterior and interior of the grocery department of Mr. Hunter's store. It is a particularly attractive one, with dust-proof bin fixtures, attractive counter and shelf display, and the floor is conspicuous for the absence of boxes, barrels, etc. Mr. Hunter used these photographs as well as three others. One of these was his biscuit display on the side of the store opposite the counter; another was his meat department, which is separated by a door, and the third was a cut of himself, making five in all. The circular is folded to make eight pages. The front cover shows the exterior of his store, with the words "Hunter's Sanitary Store" in fairly large and attractive type.

On one page of the circular he points out that the object in publishing the little folder has been to attempt by actual views of the store to convey the splendid facilities he has for handling the trade of the district. The store is located in a residential part of the town, away from the main street entirely. On one page he endeavors to arouse the loyalty among the people of the district for their local community. He says: "We are all proud of this South-East section, and all are doing their best to make it the most attractive section of the city. It is rapidly becoming the select residential district, and is spoken of as such. We want you to think of our store as a select store. We ourselves are proud of the store and we wish you to be also. We would like you to take a personal interest in Hunter's store and speak of it as your store."

Then he goes on to say: "If you have not already visited the store, the accompanying reproductions will give you some idea of its appearance. We may say in passing that the half-tones used in the reproductions herewith were loaned to us by The MacLean Publishing Co., after they had gone to the trouble and expense of having photos taken and devoted a two-page article about the up-to-date features of our store, as an inspiration to the trade from Halifax to Vancouver."

Another paragraph reads: "Cleanliness is our chief motto, and we do not believe there is another store in existence where closer attention is given to this motto. Our floor is scrubbed and then oiled frequently, so that small particles of dust will not rise and settle on goods you have to eat. As an extra precaution, all bulk goods that could possibly be affected by dust or exposure are kept closely under glass.

"In the summer time, or rather in fly time, when you enter Hunter's store, you will be struck by the total absence of the horrible disease-carrying pest. We avoid them by putting on a double set of screens with nothing to attract them. If you value your health and give it consideration pay us a visit. We believe you will realize that you are justified in buying your foods at Hunter's, as we repeat, 'Cleanliness is our chief motto.'

"You can get canned tomatoes perhaps just as good in any store of the city, but there are a hundred-and-one things you serve on your table you can get better at Hunter's."

There are many splendid ideas in this talk which could be utilized by other merchants throughout the country. The circular was printed on a yellow tinted paper, each page being 10 in. by 7 in. in dimensions. This gave plenty of space to show the large cuts of the store.

* * *

Correcting a Wrong Impression

Many people get the idea that because a retailer keeps a spotlessly clean store and good quality goods that his prices must be higher than those of his competitors. To dispel this idea, Park & Tilford, who operate a high-class store in New York with a grocery department, recently ran a special advertisement in a New York paper. This advertisement was penned to convince the sceptic, and is worth reproduction here:

PRICES AND QUALITY.

Many people have the idea that on account of a reputation for **Quality** and the Appearance and Cleanliness of our Stores, that, of necessity, our prices must be higher.

We beg to assure you that such is not the case. We sell Pure, Fresh Foods of the

HIGHEST QUALITY

at prices that compare most favorably with those of any other stores in this city, and we respectfully invite your personal attention to the prices and quality **of our goods.**

Upon request we will send you gladly our latest price list, prices in which will not be changed during the current month.

PARK & TILFORD.

IMPORTANT CONVENTION OF GROCERS.

(Continued from page 22.)

speak of our profit, but why not? That is what we are in the business for and no one can gainsay us a legitimate profit."

The greatest problem to-day, Mr. Trowern contended, is distribution. "The New Brunswick merchants passed a resolution which will be sent to Ottawa protesting against the retailers not being consulted in connection with purchase of war supplies. We are big hearted enough to have given our advice free and without stinting, but we were not asked, and see the mess things are in.

"I have been told that sooner or later there is only going to be one grocery store in each city, but I can say that so long as British liberty stands, that time will never come. The retailers in the towns and cities are their back-bone. Take them out and is there any place that we could come to and feel at home?

"Our association is growing. I feel that if we aim at an increase of 1,000 new members this year, as Mr. Miller states, we will get them. What we want are men in the field and in the stores working jointly for the success of our organization. Then will it become a great power in the land.

The Marketing of Eggs.

John S. Porter of the Live Stock Branch, Department of Agriculture, Ottawa (Poultry Division) spoke on the subject of eggs and what he had to say proved one of the most interesting features of the programme.

"In 1911," he said, "the last time census was taken of the egg production in Canada, it was found that the total value was $23,509,000, and ranked higher than barley with $14,606,000; corn, $14,510,800, and fruit, $12,933,000. Notwithstanding the steady increase in production since 1909, we have not been producing enough for home consumption. In 1900 our exports were 10,187,906 doz. and our imports 709,829. In 1901 the exports were 11,363,064 dozen and imports 951,745 dozen. In 1902 the exports were 11,635,000 dozen and imports 772,572 dozen, whereas in 1913 our imports were 13,240,000 dozen and our exports 126,854 dozen."

This condition of affairs, the speaker claimed, was all wrong. Canada as a great agricultural country should be an exporter of eggs and not an importer.

Great Britain is the greatest importer of eggs in the world and during the year 1913 her imports were 215,799,000 dozen, while Russia supplied 114,530,000 dozen. So it will be seen that Russia has a big British egg trade.

Mr. Porter contended that had it not been for the war, we would have seen an exceedingly low price for eggs this season.

"Food experts," he said, "are agreed that egg constitutes a perfect food and it can be used in many ways. No food can be more easily prepared. The egg truly is the best friend of the householder. While the egg does not improve with age, it is erroneous to say that it deteriorates in cold storage, if a perfect, full and sound egg is placed in cold storage and held for the usual length of time.

Loss of $4,000,000.

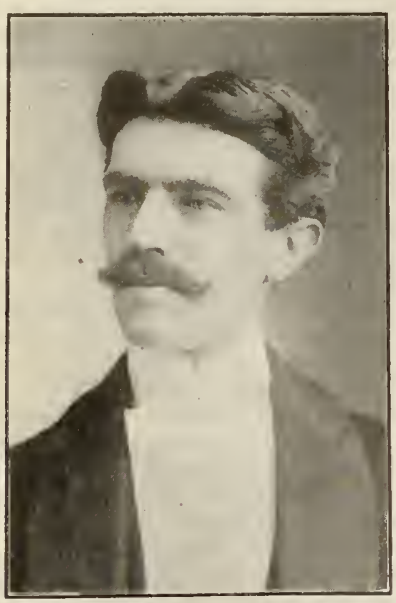
Greater care should be taken with the egg, contended Mr. Porter. "The national loss," he added, "is $4,000,000. One packer told me he had dumped out a carload of eggs during a year and everyone should do their duty in trying to eliminate this loss."

Mr. Porter explained the careless actions of some farmers and merchants. Not long ago he saw a basket of eggs in a coal oil barrel in a certain store. And the railways and express companies are not always careful. Many a grocer has lost custom by unduly exposing them to the heat of the sun and the stove. Eggs should not be placed near fish or onions or any strong-smelling line: neither should they be washed. The germ in the egg starts to grow at 70 deg. or above and the most difficult season is between June and September. In cold storage, proper temperature is around 30 degrees. Of the egg, 65 per cent. is water and it should be remembered that the shell is porous. Eggs should not be held for higher prices as many farmers do, particularly in the fall. The dealer should watch this and try to eliminate it, as it is one of the great causes of the national loss.

Mr. Porter then went into new systems of buying eggs. The adoption of a system of quality payment had been recommended by the live stock branch, but until this year there were really no standards. These standards were adopted at the convention of produce men at Guelph in January and have already appeared in Canadian Grocer.

"It is hoped," he said, "that these standards will be used by every retailer, for they are workable only with the assistance of the retailer.

"The candling of eggs should be more generally followed by farmers, and retailers as well as wholesalers, as this is the only way to tell the quality without breaking the shell. Each and every egg must be proved separately by rotating it in the hand. The contents of an egg, just laid, completely fills the shell, and as the egg ages the air space enlarges. The Government supplies free of charge simple pasteboard candling devices.



F. C. HARP,
A Brantford member of the Executive.

J. D. WISDOM, Allandale, Ont.,
A member of the 1914 Executive.

G. B. DRAKE, London, Ont.,
One of the Executive, who worked hard for success of the Convention.

J. W. EDY,
President of the London Retail Grocers' Association.

There is no reason why you should pay top price for eggs which are not good. Sell quality eggs and I firmly believe you can build up a good egg trade, as I personally know many men who have done so. You will be doing a national service if you help to put the egg on a better basis."

Mr. Porter's address was enthusiastically applauded.

W. J. Parks (Toronto), asked if an expert candler could tell when an egg is musty. Mr. Porter replied that usually a good candler could give that information. Mr. Parks pointed out that he found occasionally fillers spattered with broken eggs, and this was one of the chief causes of musty eggs. Wm. Forster (Toronto), said that he observed damp fillers caused mustiness, but claimed that for a day or two the spots wouldn't show. In answer to a question Mr. Porter explained that water-glass or a solution of lime and salt sometimes is used, but he would not recommend anything but cold storage. The lime sometimes gets through the porous shell into the yolk, and with water-glass, eggs would not boil unless the end were pricked.

W. J. Mellen (Brantford), advised taking eggs out of the crate as soon as they came into the store. Whether the egg or the hen existed first was asked by Mr. Parks, but the question was left over for theological experts to propound on some long day.

A hearty vote of thanks moved by D. W. Clark and W. J. Parks was tendered to Mr. Porter.

THE RESOLUTIONS.

The various resolutions submitted for the consideration of the delegates were then begun. No. 1 read as follows:

Resolved.—That whereas considerable annoyance has been given to some retail grocers who have been prosecuted for having in their possession adulterated goods which they were not aware of, and for which they have been forced to pay fines; and whereas representations to this effect have been made to the Government at Ottawa who claim they can see no way to exempt the retailer as the goods so found may be of foreign manufacture and they have no remedy only against home manufacturers, and consequently they are compelled to make the retailer responsible, therefore we recommend that if any retail grocer has either been warned or summoned for having in his possession adulterated goods, that he make the same known to the office of the association at once, so that the members throughout the various provinces can be notified of the name of the goods and the manufacturer and thus warn the merchants against selling or handling the same.

The adoption of this was moved by W. J. Parks (Toronto) and W. J. McCully (Stratford).

Wm. Forster (Toronto) raised the point that on one occasion a sample of maple syrup was taken by the inspector and a year elapsed before the summons was delivered. On motion of Messrs. Forster and D. W. Clark, the association then decided to amend the resolution so as to urge the Government to analyze the goods within a month's time and that the grocer be notified inside that 30 days.

Alex. Phillips (Ottawa) stated that a case occurred in Ottawa where a merchant was prosecuted 22 months after the sample was taken.

The resolution was then adopted as amended.

Freight and Cartage Question.

Resolution No. 2, fathered by Jas. Main (Hamilton) and Wm. Butcher (St. Marys), read:

Resolved.—That in view of the fact that freight and cartage are being paid by some merchants and not by others, we deem it advisable that all our members be notified that if they do not wish to pay freight or cartage charges that they specify this when purchasing their goods and that a copy of this resolution be sent to the Ontario Provincial Board.—Carried.

A resolution was based on the new dairy butter wrapping regulations reported some months ago in Canadian Grocer. It was:

Resolved.—That the attention of the members here assembled be called to

CANADIAN GROCER REPORTS ACCURATE.

B. T. Huston, Esq.,
Editor Canadian Grocer,
Toronto, Ont.

Dear Sir.—Permit me to thank you for the valuable assistance your paper has rendered the merchants in this Province by the publicity you have given to the various important matters which we dealt with during our convention, which was held on April 13 and 14. I was particularly pleased with the accuracy of your report. Your special representative was in attendance at all the sessions and of course had information first hand.

I may say that a very hearty vote of thanks was passed to be extended to you, thanking you for the publicity you have given the organization. Although our organization is only about six months old, it has done a considerable amount of good, and we hope that before another year passes, we will have made many more changes for the betterment of the retail trade.

Again thanking you for your kind co-operation and support in all matters relating to our Association in this Province, I am,

Yours very truly,
N. C. CAMERON,
Sec. N.B. Prov. Board.

St. John, N.B.,
April 29, 1915.

H. H. HARLEY,
Secretary of the Retail Grocers' Association of London, the Convention City.

the recent butter regulations which compel all retail dealers to have the word "dairy" printed on all dairy butter offered for sale and that the Government be asked to see that public press again call the producers' attention to these regulations in order to prevent prosecutions or having the butter consficated; and also that the Government be urged to amend the Act so that the name of the producer will appear on the wrapper.

This was moved by D. W. Clark and W. J. McCully, and carried.

This closed the Tuesday session, which adjourned at 6 o'clock. On Tuesday evening there was a banquet tendered the visitors by the London association. The balance of the report will appear in next week's issue.

Those Who Registered.

The retailers who registered the first day were:

Neil Carmichael, E. M. Trowern, Toornto; R. D. Munro, Auburn; B. W. Ziemann, Preston; John Fell, E. L. Cleverley, Toronto; W. D. Audley, Thos. Bowman, A. Phillips, R. Beck, Ottawa; L. W. Ware, Huntsville; Robt. Dowson, Toronto; S. Bruegeman, Chesley; W. J. Parks, Toronto; W. J. Mellen, Brantford; Peter Hutchison, W. M. Moss, Bracebridge; W. J. Crawford, R. G. Munn, Ripley; C. F. Thorne, Donald McLean, J. Milton Cork. John Davison, Toronto; W. K. Loth, Milverton; T. B. Shellington, W. L. Shellington. Blenheim; R. M. Teall, Tillsonburg; Geo. E. Greenslade, Bayfield; Jas. Nairn, Hamilton; Jas. Burns, Brantford; B. T. Huston, S. S. Moore, J. W. Deyell, Canadian Grocer; Thos. Nairn, C. Boke, Walkerville; W. J. Nichol, D. W. Clark, Toronto; A. Anderson, Princeton; M. Harkness, Alvinston; J. A. Staples, Kimball; F. M. Fleet, F. McDougall, Ingersoll; Wm. Forster, Toronto; Jas. Glopeland, Lambeth; W. S. Rowe, Hickson; F. C. Higgins, Toronto; F. J. Tutt, W. R. Butcher, St. Marys; A. Bendner, Alvinston; E. K. Barnsdale, Stratford; F. B. Lundy, Brantford; W. J. McCully, Stratford; E. F. Mason, Peterborough; J. P. Rogers, St. Marys; W. McCormic, Chatham; B. H. Pullin, Woodstock; Chas. McCausland, Paris; G. W. Wildfang, Moorefield; Fred C. Harp, Brantford; W. Liebeck, Chesley; R. H. Clark, Embro; A. Hodder, Dorchester; W. J. McCracken, Brussels; J. A. Kelly, Lambeth; J. B. Little, Blenheim; W. C. Miller, Toronto; G. H. Thompson, Oil Springs; G. W. McKenzie, Melbourne; W. J. Griffin, Oil Springs; J. M. Burns, D. Nicholson, Toronto; C. O. Gardner, J. G. Pritchett, F. G. Willis, W. J. Cooper, J. M. Wilkey, W. J. Triple, A. W. Palmer. J. J. Hackett, G. B. Drake, London.

Manufacturers and Wholesalers.

W. J. Brock, De Luxe Mfg. Co.; Robt. Anderson, H. Marshall, Atlantic Sugar Refineries; John G. Porter, Live Stock Branch, Dept. of Agriculture; A. E. Silverwood, Silverwoods, Ltd.; J. L. Heward, T. Ferguson, Jas. C. Thomson, Brantford Scale Co.; John B. Paine, John B. Paine Co.; S. F. Lawrason, Snowflake Ammonia Co.; L. Quick, Imperial Oil Co.; F. A. Ledgerwood, J. B. Folk, Genesee Pure Food Co.; Edwin Smith, T. B. Escott Co.

MADE IN CANADA CAMPAIGN.

(From Financial Post.)

A COMMITTEE of the Canadian Manufacturers' Association is endeavoring to raise money to advertise Made-in-Canada goods. In theory the proposal is excellent, but in practice is it really wise? Most Canadian manufacturers take a pride in their products, put their names on them and turn out something that is equal to and in not a few cases superior to anything of the kind produced in the world. On the other hand, there are some Canadian manufacturers who unfortunately think their own interests are best served by making the cheapest and most inferior article they can force upon the buying public. They think a slightly better immediate profit is better than building up a reputation for high-grade goods. These experiences and the exposures in connection with inferior qualities supplied to fill war orders show that there are some Canadian manufacturers who ought to be behind the prison bars, as the Premier suggests.

Even members of the committee recognize this weakness. Only the other day one of them placed an order amounting to several thousand dollars with a United States firm, though the same products are made by another member of the association in a near-by town. The first manufacturer would much prefer to buy Canadian make, but he knows from costly experience that his neighbor is too indifferent to take pains and turn out a satisfactory quality.

A general campaign of advertising Made-in-Canada goods would be paid for largely by the firms who are making high-grade goods, while the benefit of such a general campaign would be derived chiefly by the men who are trading on Made-in-Canada reputation and producing inferior goods to sell at slightly lower prices.

The committee of the Canadian Manufacturers' Association would be far better occupied and could do more real good for Canadian manufacturers if they were to devote their energies to improving the quality—by moral and other influences—of the goods produced by the scoundrels who would injure the good name of the reputable Canadian manufacturers.

Canadian manufacturers who produce an article of which they are proud, behind which they will stand, should let the public know of it. They should advertise it extensively over their own names and not pay and be sponsors for the firms who have no care for their own or our national reputation. On the other hand, the newspapers should, as far as possible, refuse to insert advertising of any but satisfactorily made products and by their editorial policy make it unprofitable for the chronically disreputable manufacturers to stay in business.

GETTING HOME FROM THIRD.

All the world's a baseball diamond. You are one of the players. Perhaps you have reached first by your own efforts. It may be that the sacrifices of your parents or friends have enabled you to reach second. Then, on someone's "long fly" into the business world—a "fly" that was not long enongh to prevent bim going out—or someone's fluke on the rules of simple morality and square dealing, you have advanced to third.

The opposition against you at third is stronger than at either first or second. At third you are to be reckoned with. Your opponents converge all their attention on you. Pitchers and catchers, coachers and opposing fans, are watching to tip off your plans and frustrate them. From third you become either a splendid success or a dismal failure.

What are you doing to win the score that life is ready to mark up against your name? Third base has no laurels on which you can rest. What are you doing on third? Are you waiting for someone to "bat you in"? Suppose he misses; his miss is yours. If you place all your dependence on someone else, his failure spells yours. What are you doing on third? Waiting for "something to turn up?" Don't—nothing turns up, but the thumbs of the thousands of men who watch you may turn down, and make you a permanent failure. Don't get stranded at third—reach home and score. That's what helps to win. Whether on the diamond, at the desk, behind the counter, in every profession and vocation of life, scoring always counts.—Ex.

HIS BUSINESS DEMANDS THEM.

The Maclean Publications,

Dear Sirs—I have been trying to get along without your publications for the past two years, but I find that business demands a paper like yours for my clerks and myself. So please put me down for a year's subscription to the following—The Dry Goods Review and The Canadian Grocer.

GEO. W. S. EISNOR,
Woodrow, Sask., April 22nd, 1915.

P.S.—Please send bill for subscription and I will remit.—G. W. S. E.

CARDWRITING MADE EASY

By R. T. D. Edwards

LESSON NO. 5.

AT the outset I wish to impress upon followers of this course the utmost importance of mastering last month's lesson before proceeding with this one. Have you secured your brushes and proper materials as advised to do the work? If you have not then you are just one month behind. I would strongly urge you to hurry. Don't think that because these lessons are free, you can let one slip by and start in on the next. This can be done in a way, but it is not advisable. If you do this you are losing an important part of some alphabet or figure work which links one lesson to another.

In other words if you wish to make a complete success of this course, the lessons should be treated as if you were paying a high price for them. Your brushes should be of the highest quality sable. The camel hair variety is of no use for water color work. Be sure you get an over-abundance of supplies and do not get tools not advised in these lessons. There are many agents traveling from town to town with devices for making show cards quickly, the manipulation of which need no experience. My advice is keep your hand on your money. You may have been "stung" already but this is just a tip for the future.

See Figure 1 of last month's article for illustration of brushes.

Chart 5.

In the chart shown this month we have a continuation of last month's brush stroke square face lettering. These letters go hand in hand with the figures of that issue.

Each stroke is just one sweep of the brush and must be made with a free arm movement. There are many old-fashioned card writers who work with their right hand resting on their elbow, but this method has long been discarded by modern card writers, and should not be used.

There is one thing to be remembered while studying card writing, and that is not to lay too much stress on accuracy. The main thing is to work for effect. Try to keep your cards from the "set" appearance given by type. Allow them a free and easy appearance. Remember that your work is not going to be criticized as a work of art but for its selling and trade drawing value.

You will note in a good many of my illustrations letters that are not perfect but have that free and easy show card appearance.

To begin practice lay out a half sheet of cardboard with guide lines one and one-half to two inches apart according to the size of the brush, you are using. Practise and re-practise many times the exercises and letters shown in the chart.

Fig. No. 2 illustrates the method for practice work.

Fig. No. 3 gives the correct position of the hand while holding the brush.

The Chart.

The "A" is a six stroke letter. Care should be taken to get both sides of the same slant. Note the position of stroke three.

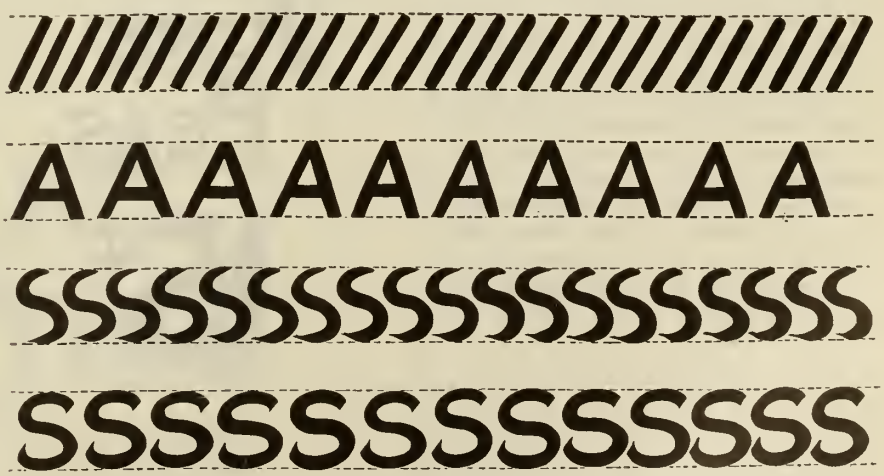
Stroke three of "B" is placed above the centre of the letter. This is not a necessity but gives it a more show card appearance than if it were placed exactly between the two guide lines. Note where the small cross bars indicate the joins of the strokes.

The "C" is composed of two main strokes. They must be made quickly as should all oval letters or curved strokes. The "D" is made with four strokes. Note where stroke four joins two and three.

Stroke three in "E" and "F" is curved. This is not necessary but it takes away their plain appearance. It can also be made straight.

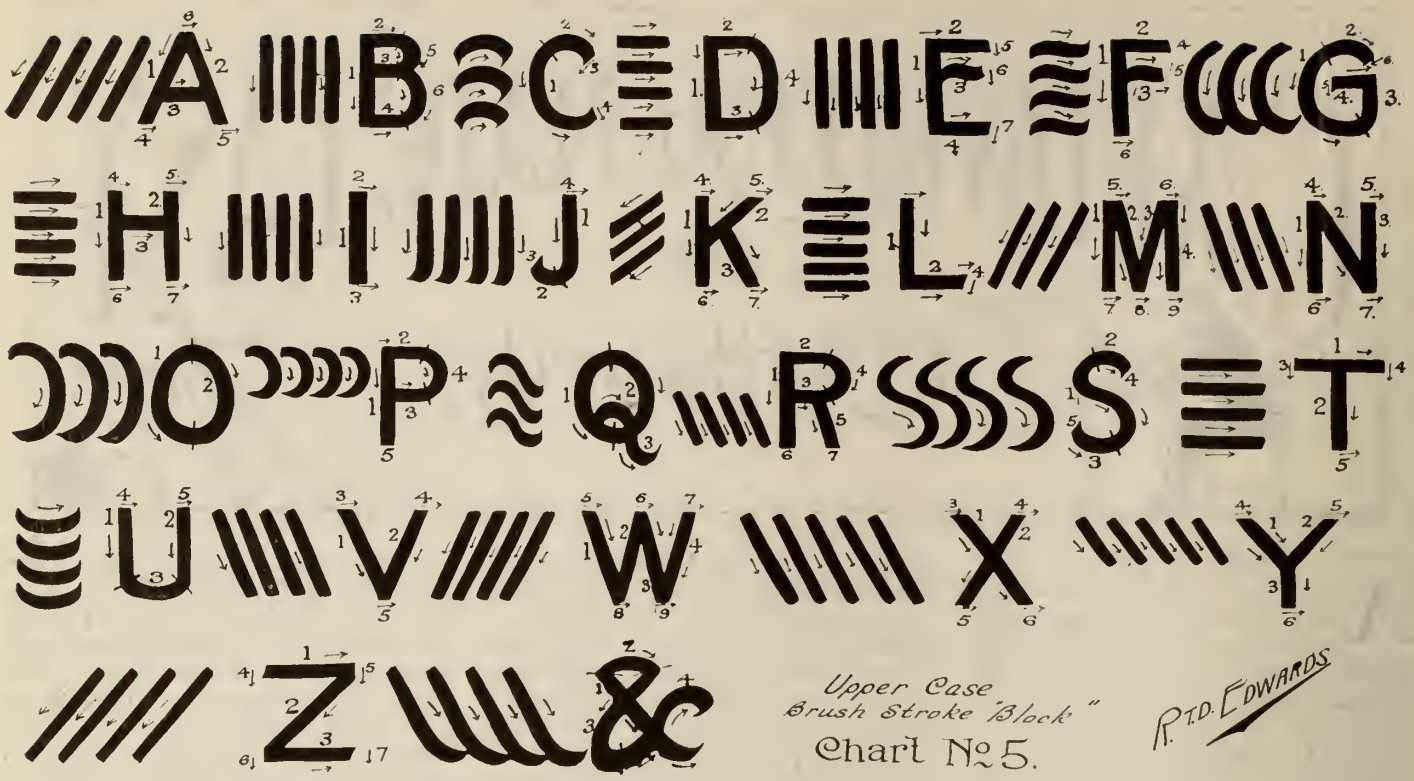
A whole half sheet of cardboard is not too much to waste on the exercises before the "G." This stroke is used in the construction of several letters on this chart. Stroke three of the "H" must be kept parallel with both guide lines. The "I" is simple, must be made absolutely at right angles with the guide lines. The "J" has two main strokes.

Stroke one must curve before it comes in contact with the lower guide line.



Practice Exercises
Fig. 2.

This illustration shows how to conduct the practice exercises.



How these letters are made is explained fully in this article.

The second stroke of the "K" is made by drawing the brush in either direction. This is just a matter of which ever comes easier to the student. I make it both ways myself.

The "L" has two main strokes. Slant the end of stroke two as shown. Care should be taken to have the slant stroke of the "m" to join as nearly as possible in the centre of the two uprights on either sides.

Practise this letter many times. The strokes one and three should not be as far apart as the corresponding ones of the "m."

Only Two Strokes to the "O"

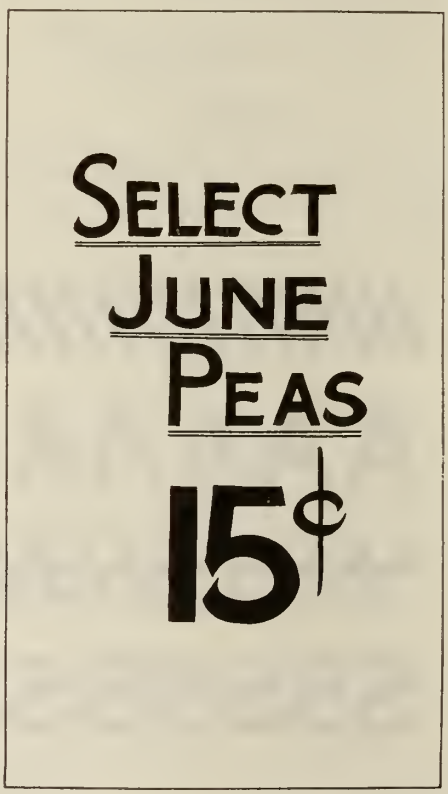
The "O" is the only two strokes letter in this alphabet. This letter cannot be practised too much. The strokes must be made quickly after they are begun. Note where the joins are. Remember that where the joins are shown it does not mean that the brush must stop abruptly at that point. In order to hide the joins it is necessary to overlap each stroke. The "P's" formation is similar to that of the "B." The difference is that the centre stroke comes exactly in the centre instead of nearer the top, as in the "B."

The tail of the "Q" is made with one stroke and with practice does not need a finishing stroke on the end. The rest of the letter is the same as the "O."

The "R" is the same formation as the "P" with stroke five added.

The "S" seems to give the beginner the most trouble of all. There are three main strokes in it. The top of the letter is slightly smaller than the bottom. This letter should be practised many times. The preceding exercise is very beneficial to the beginner. Stroke two of "T" should meet that of stroke one squarely in the centre.

The strokes one and two of the "U" should stop about an eighth of an inch above the lower guide line in order to let stroke three curve up at each end and still rest on the lower guide line. Stroke one and two of the "V" are similar to those of the "A," only reversed. The "W" is two "V's" put together. Both sides should be of the same angle. The two main strokes of the "X" should cross as near the centre as possible. Strokes one and two of the "Y" should meet stroke three at equal distance between the guide lines. The "Z" will need a lot of practice. The slant stroke should specially be gone over often.



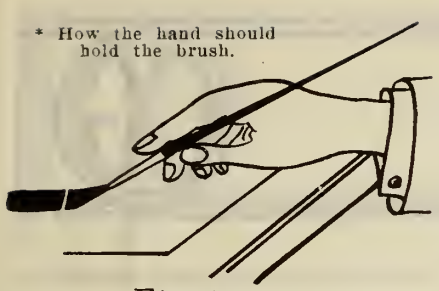
A finished show card which the student should now be able to make.

This is only one of the many designs of "&" that are popular with card writers. The finishing strokes should not over-run the width of the main strokes. The arrows indicate the direction in which to draw the brush.

The accompanying finished cards illustrate this and last month's lesson.

Cleanliness of the Show Card.

There are many little things which a beginner has to be careful of while learning to write cards, and most of them are found out by experience. Here is one which some think should be left to a person's own common sense; but I'm sure that a little time spent on it is not lost as it results in less work for you and less expense for the store in which you are employed. It is the cleanliness of the show card. It is often a great surprise to me, when I go into an exceedingly clean, well fitted store, to note



* How the hand should hold the brush.

Fig. 3.

show cards or price tickets soiled from finger marks or dust stained from long usage. The reason why these cards are left up has always been a mystery to me. There is just as much sense in a merchant or clerk wearing a dirty collar as there is of having a soiled ticket up for the public to see. These cards should be cleaned up if possible, and if that cannot be done, replaced with new ones. There are several kinds of rubber used for cleaning marks of cards but few if any will take a finger mark off completely owing to its oily nature. The best method for the removal of these disfigurements I know is by using dry pumice stone. This when rubbed on with a clean cheese cloth will remove the spots successfully. It should always be kept in a flat wooden or cardboard box that is easily gotten into.

Rub lightly until the spot is removed. By using this you can save many dollars' worth of tickets in a lifetime, and it makes the cards almost as good as new.

There are many other kinds of stains which mar the appearance of a show card and that cannot be removed successfully. This card should then be destroyed.

GETTING A PROFIT OUT OF FRUIT.

(Continued from page 23.)

stuffs from the most convenient locations. With the widespread use of the telephone times have changed from both the standpoint of the housekeeper and age of the department store, with its improved system and methods, and all this has tended to make the grocer go after business in as many lines as possible. In the past he may have been somewhat conservative, but now to keep abreast of the times he has to change his system occasionally if he is to make the progress desired. It is my firm conviction that the grocer should handle as many food lines as possible. Fruits and vegetables are gradually becoming more staple lines on the tables in the home and we should get after this business. We should, too, handle these goods not only for the accommodation of our customers, but for profits as well.

What is a fair profit on fruit? Should we only charge the usual per cent. due on goods not perishable, or should we take into consideration the fact that fresh fruits and vegetables are in a different class from canned goods, soap, rice, etc.? A grocer, for instance, buys a crate of berries at 12½c a box, and sells them at 15c. He buys a hamper of lettuce at $2.75, containing 24 or 30 heads, and sells them at 15c, or, say, a basket of blueberries at $1.75 and sells them at 20c a quart. He figures, we will say, a profit of 2½c a box on the berries, 4c on the lettuce and 4c a quart on the blueberries, in what was represented to him by the commission merchant as an 11-quart basket. In getting these prices he thinks he is making a fair profit; but if the matter is looked at in a true light, he will probably find that he has three or four boxes of berries that he will have to sell at 10c, or even perhaps throw them away. The lettuce may have 6 or 8 heads which will have to be trimmed down and sold at 5c each, and with regard to the blueberries, if you are selling them by the quart, and if you have to dig or scoop them out, as many do, you will not get your money by 25 or 30 cents. I contend that the grocer should gauge his profits, after deducting what would be his possible loss on the goods, judged from past experience.

As the majority of you know, I have always maintained that the proper way to sell fruits and vegetables is to weigh or count them before they are received and to know the exact cost before a selling price is placed on them. Beans, peas, new potatoes, spinach, etc., should be sold by weight. The better way is to use the two-quart boxes and weigh them so that they can be sold at 25 or 30 cents a box, according to cost.

It has, too, been my experience that the better way to purchase fruit and vegetables is through the commission house. In this way the retailer has a better assortment to choose from, and by finding out who are the shippers who send in reliable fruit, he can choose his purchases accordingly. Then, too, there is often the chance of a shipper sending in good fruit one day and poor fruit another, and if a retailer were tied up to one particular man like this, he would not be able to sell his customers good stuff every day. By purchasing from the commission house, this can largely be eliminated.

I would like to add a word or two about over-buying. I am safe in saying that the retail trade of Canada loses thousands of dollars every year by having to throw out or sell at a loss fruit that has deteriorated by being held too long. When a merchant buys a consignment of fruit or vegetables, he and the sales staff should use their best endeavors to move it out before it has a chance to pass the age when it becomes a loss. It is much better to be two boxes or baskets short on berries, plums or peaches than to have one over.

The Retailer Necessary to the Grower.

Much has been and is being said through the daily press about consumers buying their produce direct from the country and eliminating the so-called "middleman." I contend that this would work out to the detriment of the grower. We know, and every grower knows, that to sell the maximum amount of fruit and vegetables they must be displayed prominently where the consumer will see them. With our hundreds and thousands of stores throughout the country we are in a position to display a vast amount of fruit and vegetables and, therefore, create a demand which would not exist except in a very small degree if our stores contained no fruits or vegetables, and if the consumer had to telegraph or write to the grower every time he or she wanted a basket of peaches, plums or apples or a few boxes of berries, currants, etc. If all this talk about the cutting out of the middleman ever amounted to anything, it would be the worst thing that ever happened the grower of fruits and vegetables.

D. W. CLARK.

May 4th, 1915.

PICNIC
DAINTIES
EVERYTHING CHOICE

A completed card that will soon be appropriate.

THE CLERKS' PAGE

THE CLERKS' CONTEST.

Every grocery salesman and every salesman of groceries in a general store is eligible to enter Canadian Grocer's contest for clerks which has been announced already in this paper.

This contest is a simple one. All you have to do is to give in your own words the story in brief of how you sold a considerable quantity of a certain article by using salesmanship methods. These methods may consist of personal conversation, window display, some new idea in interior display, the handing out of recipes, etc. Whatever it is send along your selling campaign in full. Apart from the prizes offered, which are $3, $2 and $1 respectively, the fact that you have won in a salesmanship contest has considerable honor attached to it. At the same time if you analyze your best sale it is going to make you a better salesman in the future—and remember the clerk of to-day is the merchant of to-morrow.

In sending in your replies be sure you select a line of goods that has not been cut in price—and get your contest article in early. In last week's issue the full regulations were published. Read them over carefully if you have not already done so.

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ANSWERS FROM THE FAR EAST.

Re Tramp Problem.—I beg to submit the following solution: The grocer lost $55 on the deal. He gave the tramp $15 in change, and he had to pay hardware man $20 in place of counterfeit bill. He had also to pay his daughter $20 he borrowed to give the hardware man, so he lost a total of $55 on the transaction. I would not count the goods as a loss for the reason that he still had five good dollars in his till as payment for them.

Re bottle and stopper problem:—

Bottle cost	$1.05
Stopper cost	.05
Total cost	$1.10

The bottle cost $1 more than the stopper.

Here is another one for the clerks:—A farmer sent his servant to market with $100, to buy 100 head of farm animals, including cows, sheep, and pigs. He had to pay $5 for cows, $3 for pigs, and 50c for sheep. How did he manage the 100 head for the $100?

"RETAIL CLERK."

Sydney Mines, C. B.

THE ENCYCLOPEDIA

GRAPE FRUIT (POMELO).

The Spaniards introduced the Pomelo into Florida, but recognition of its value was deferred for a long time, partly because its peculiarity of flavor was not at first acceptable to the American palate, and partly because of lack of care in its culture and poor judgment in marketing. Now, however, it has conquered the market completely, both North and South, and is to-day a prime favorite, though the highest priced of breakfast fruits.

The species of the citrus family to which the grape fruit or "Polemo" belongs includes also the Shaddock, which it supplanted in the general markets. The Pomelo obtained its present name of "Grape Fruit" because of the clustering, grape-like groups in which most varieties grow.

Going further back, the name Pomelo comes from the Dutch Pompeloes, and Shaddock from Captain Shaddock, who first carried it into the West Indies. To the Shaddock belongs the variety known in Europe as the "Forbidden Fruit."

Grape fruit is often misjudged because of a mistaken, but rather widespread habit of eating it before it is ripe—it should be allowed to mature just as fully as any other fruit. Most varieties do not attain their full richness until December—and from then on, through April and even into May, they are generally found at their best.

The grape fruit does not contain as much citric acid as the lemon, but it is decidedly antiscorbutic (a remedy for scurvy), and possesses some of the bitter tonic quality of cinchona. To obtain its full medicinal value, it should be eaten without wine or sugar, but the addition of either, or both, makes it very delicious.

The present supply comes principally from Florida, California, Cuba and others of the West Indies. Increasing quantities are imported each season from Porto Rico.

SERVICE DEPARTMENT

Editor, Canadian Grocer,—Kindly advise me where a press for the purpose of baling waste paper can be purchased in Canada, and also where the paper can be sold and prices obtainable for it.

R. W. F.

Kenora, Ont., April 21, 1915.

Editorial Note, — The Climax Baler Co., Hamilton, Ont., would be able to supply a paper baler to meet your requirements. E. Pullan, 20 Maud street, Toronto, and The Levi's, 100 John St., Toronto, will no doubt buy all the waste paper in large quantities you can let them have. See reply to J. W. M., Renfrew, on page 29, in last week's issue.

• • •

Editor, Canadian Grocer,—Will you kindly inform me whether extracts such as lemon, vanilla, etc., come under the Stamp Act. Can you send me a list of the goods which come under the Act, and more especially those goods sold by grocers.

T. W.

Beamsville, Ont., April 21st, 1915.

Editorial Note.—The Act says a stamp has to be affixed to "a proprietary or patent medicine." Extracts are not therefore subject, but such things as health salts being proprietary medicines come under the heading and a one cent stamp to every twenty-five cent sale must be affixed. So far as we are aware a list such as you require has not yet been published, but unless the article is a proprietary or patent medicine, no stamp will be required.

REPLACING GERMAN GOODS.

In a letter from George Pearson, a former member of the editorial staff of the MacLean Publishing Co., who is at the front with the Princess Pats, he says that one effect of the German raid on Belgium is the replacing of German foodstuffs in the grocery stores by British, Canadian and United States goods.

• • •

If you can make the customer think as you do about the goods, you can make the sale—unless there is something wrong about the goods.

CURRENT NEWS OF WEEK

Quebec and Maritime Provinces.

D. & E. Duncan, 115 Bernard street, Montreal, is moving to 190 Bernard.

J. W. Miles, Sydney, N.S., suffered $25,000 loss to his building and stock by fire on April 30.

Hon. John B. Ayre, a general merchant for several years in St. John's, Newfoundland, died recently.

C. A. Munro, manufacturers' agent, St. John, N.B., has been appointed provincial agent for the Nugget Polish Co., Toronto.

E. A. Cole & Co., wrapping papers and supplies, have moved from their old quarters on St. Paul Street, Montreal, to larger premises at 160 McGill Street.

John W. Dodge, who conducted a grocery store at Windsor, N.S., until the fire of 1897, died on April 27, aged 64. He was a well-known commercial traveler.

Mr. Runciman, of the Portland Packing Co., Portland, Maine, who have a packing establishment at Canso, N.S., passed through Montreal this week on his way East.

J. A. Paulhus, chairman of the publicity committee, Canadian Fisheries Association, Montreal, has issued a treatise on How To Handle Fresh Fish During the Summer.

Mr. T. H. Wardlesworth, of the National Drug and Chemical Company of Canada, was elected chairman of the Montreal branch of the Canadian Manufacturers' Association.

The business of James Scott & Co. and E. Donahoe & Son, Halifax, N.S., have been merged, and will be known in future as James Scott & Co., located at 180 and 182 Granville Street.

Lewis S. Paysant, of Dartmouth, N.S., a well-known and much-respected wholesale grocer, passed away last week. He was eighty-five years of age, and for fifty-two years had been in business in the firm of Paysant & King.

The Canadian Fisheries Association recently arranged a meeting with representatives of the Intercolonial Railway traffic department, with a view to improving the service of fish transportation from the sea to the markets, and to adjust rates on such. The railway promised that better reports would be secured by wire with a view to keeping the railway informed regarding movements of cars while in transit, with cause and reason of delay, should such occur.

Ontario.

A. Kennedy, grocer, Ottawa, Ont., is succeeded by A. E. Howarth.

Charles E. Elliott, of Toronto, has sold his grocery business to John H. Stewart.

The British Canadian Canners will not operate their factory at Cobourg, Ont., this year.

The Dundas Co-operative Association of Morrisburg, Ont., has obtained a charter.

M. Loeb, of Ottawa, dealer in fruit, etc., has been succeeded in his business by A. Fenbroom.

It is anticipated that quite a number of the canning factories of Ontario will not be operated this year.

Mayor Kemp, of Woodstock, Ont., has endorsed the Daylight Saving scheme and it may be tried out there this year.

Piper & Young are opening a grocery business in Oshawa, Ont. Mr. Piper was formerly employed with C. H. Crysdale.

Joseph Readman has purchased the stock and fixtures of Poustie & Co., grocer, Aylmer, Ont., and is re-opening the store on Saturday.

H. R. Daniels has purchased the general store of R. Heyland, Dresden, Ont. Mr. Heyland has been in business there for a number of years.

John Taylor & Company, Limited, soap and perfume manufacturers, Toronto, celebrated their 50th anniversary, this firm having been founded in 1865.

The Retail Merchants' Association of Berlin has decided in favor of a Wednesday half holiday during June, July and August. A. R. Goudie has been elected president to succeed the late F. Kibler.

A special committee of fifteen was appointed by the executive of the Niagara Peninsula Fruit Growers' Association at a meeting in St. Catharines, Ont., recently, to inaugurate a campaign to raise a fund of $4,000 for advertising tender fruits, and to encourage the people of Canada to consume a greater amount of Canadian-grown fruit. The aim is to harvest the entire yield, and get prices down so low that peaches can find their way into every home. Hamilton Fleming of Grimsby, is chairman, and Senator E. D. Smith is one of the active members of the committee.

Western Canada.

Watrous, Sask., Lethbridge and Macleod, Alta., are considering passing daylight saving by-laws.

Leon Robert, a general merchant at Leask, Sask., was fatally shot in a gun accident.

W. L. McKenzie & Co., grocery brokers, Saskatoon, Sask, have taken offices in the York Building there.

The merchants of Saskatoon, Sask., have circulated a petition towards getting a weekly half-holiday in that city during June, July and August.

W. L. McQuarrie, of Saskatoon, Sask., has purchased the stock, business and store of Cottrill & Son, at Simpson, Sask., and announces that it will be conducted under the name of F. G. Moog.

The local broom factory which has been in operation in Regina, Sask., has been enlarged and incorporated as the Saskatchewan Broom Manufacturers, Limited, with a capitalization of $20,000. The directors are: President, H. B. Froste; vice-president and managing director, C. A. Mahin; secretary, Adam Keys; treasurer, B. C. Moore; assistant managing director, J. B. Mahin.

WANT BANKRUPT SALE SIGNS PROHIBITED.

A deputation consisting of officials and members of the Provincial Retail Merchants' Association waited on the Saskatchewan government in Regina recently, and placed before the authorities a number of reforms they desire, in order to protect the merchants and the public. The deputation, headed by Mr. Maybee, of Moose Jaw, president of the Provincial Association, waited on the Hon. Geo. Langely, who promised that the question which they wished looked into would receive consideration at the hands of the government.

The merchants asked for legislation which will enable cities to impose heavy licenses upon transient traders and to prohibit the use of bankrupt sale signs. They also wish to restrict the sphere of peddlers and hawkers.

The deputation consisted of several members of the Moose Jaw Retailers' Association, the presidents of the local associations at Saskatoon, Moose Jaw, Swift Current and Regina. H. D. McPherson, president of the Regina retailers, and A. M. White, secretary, were members of the deputation.

Package Teas Advanced by One Concern

Increase of Five Cents a Pound—Other Tea Houses Hold Off, Though Admitting Necessity for Advance—Demand for Wheat Seed in Montreal—Sugar Quiet; Advance Did Not Materialize—Dried Fruits Dull—Tapioca Very Firm.

Office of Publication, Toronto, May 6, 1915.

THE chief item of interest this week is the advance of one prominent tea concern in the price of package tea. The Salada Tea Co. have increased the price on their teas 5c a pound to the consumer. Their brown label tea is now 40c a pound—to the retailer 33c—and their higher grades are correspondingly increased in price. Canadian Grocer has pointed out for two or three months now that at the price at which tea was being bought in London and Colombo at the auctions, it was impossible for tea men here to sell to the trade at the levels at which they had been selling, when teas cost them as much as 10c less than they do now. Thus our prediction has been borne out by one house, and we do not doubt that others will follow. Nor do we think that teas will remain very long at the advanced price. We think there will be a still further increase. So long as tea cost in the primary market as much as 1/- per pound for the very lowest grades—and those are not such as Canada consumes—the tea houses are not making any money when they are selling tea which goes to the consumer for 40c a pound. Either this price will be enhanced within a few weeks or else the quality of tea will be lowered. That is the "either—or."

Sugar has declined in Winnipeg this week 25c. At that, business is very hard to get and it would seem as if the fabric of higher prices was going to tumble. This decline follows the decline of 15c which took place in Montreal and Toronto the week before last. Winnipeg did not share in that decline.

Seeding is going ahead in the West and we understand that 85% of the wheat is now seeded. So far as one is able to judge the crop is going to be a good one and of course upon this crop, to a very material extent, depends Canada's prosperity for the ensuing months. The forecasts are all to the good.

There is a very serious situation in lobsters. Apparently there is a glut on the market. The foreign market is closed to canned lobster and last year's pack is not yet disposed of on that account. Meanwhile the number coming forward this year is greater than ever. The Montreal correspondent tells of a shipper who shipped 150,000 the other day and it is said that he will lose $30,000 by the transaction. Numbers of men are not going into the packing industry this year because of the jam of last year's canned stuff. That means, indirectly, low prices for this year's fresh caught fish. Present is a very low level indeed, as 16c a pound at this time of the year for lobster is extraordinary and unusual.

The wheat market shows no sign of easiness. Now and then it breaks a point by way of a change, but these vagaries do not affect it radically in the way of making easier permanent levels. At this writing a sharp, reactionary movement on the upward grade set in and cash values of Western wheat are very high in Winnipeg. No. 1 Northern is worth $1.70½, which is the new high spot for the movement. No. 2 and No. 3 rose in proportion. Chicago remains firm and steady round about the $1.62 level. There is little business in Canadian flour circles, but with wheat prices like this, flour prices are none too high, and we should not be surprised to see a further advance shortly, inasmuch as flour prices are still below the market.

Markets in Brief

QUEBEC MARKETS.

FLOUR AND CEREALS—
- Buying still hand to mouth.
- Millers have faith in market.
- Feeds moving very slowly.
- Good winter flour crop reported.
- Rolled oats market quiet.

PRODUCE AND PROVISIONS—
- Spring chicken arriving, 23c.
- Smoked and cooked meats active.
- Butter market considerably easier.
- Creamery quotations down 1c.
- Egg market very weak.
- Prices for storage eggs down.
- Cheese easier, 18-19c still quoted.

FRUIT AND VEGETABLES—
- Strawberries quoted 13c pint cups.
- New cabbage down to $3.50 to $4.
- New potatoes offering at $7.50.
- Lemons take sharp advance to $3.25.
- California navels up again.
- Red onions jump from $1.75 to $2.75.
- Tomatoes up now to $4.75.

FISH AND OYSTERS—
- Lobsters decline; live 15c lb
- Boiled lobsters, all sizes, 12-14c lb.
- All kinds sea fish in good supply.
- Brook trout season opens at 26c.
- Holland herrings arrive.
- Lake trout and whitefish drop 2c.

GENERAL GROCERIES—
- Salada tea advanced 4-5c lb.
- Rangoon rice quotations advanced 10c.
- Opening prices on Japan teas.
- Big demand for wheat for seed.
- Bean market remains very firm.
- Retailers buying sugar freely.
- Shelled walnuts are firmer.
- New molasses slightly easier.

ONTARIO MARKETS.

FLOUR AND CEREALS—
- Flour temporarily easier.
- Feeds in good demand.
- Strength in wheat market.
- Rolled oats slow.

FRUITS AND VEGETABLES—
- Strawberries down in price.
- Pineapples in good demand.
- Root vegetables slow.
- Tomatoes higher.
- New potatoes selling.

FISH AND OYSTERS—
- Trout a good seller.
- Whitefish moving well.
- Lobster at low prices.
- General business good.

PRODUCE AND PROVISIONS—
- New laids trifle higher.
- Butter prices somewhat easier.
- Cheese high and scarce.
- Pork products firm.

GENERAL GROCERIES—
- Teas advanced by one house.
- Advance not yet general.
- Sugar steady and firm.
- All dried fruits slow.
- Tapioca firm.

QUEBEC MARKETS.

Montreal, May 6.—The effect of the opening of navigation is being felt, and wholesalers report a marked improvement in business during the past week, both from city and country. The chief demands are for sugar and canned goods. Stocks of the former had become rather low, and merchants took advantage of the cheaper freight rates to replenish their stocks. As for canned goods, there has not been any heavy buying by the retail trade for months, and with a big demand coming on, they were compelled to come into the market. There has been considerable talk of things happening in the canned goods market, owing to one thing or another. The wholesale trade have fixed May 15 as a date on which news of vital importance to the trade will be given out.

One of the most important happenings of the week was the announcement by the Salada Tea Co. of an advance in the price of their teas, amounting to 4c per lb. in cheap grades, and 5c per lb. in

better grades. This had been expected by the grocery trade for a long time, and thus it did not cause the excitement it would have done had not the change been foreshadowed by the unprecedented rise in the price of all teas. Japan teas came on the market this week, and opening prices on better grades are about the same as they were a year ago. On lower grades, although no definite information is at hand, it is expected that prices will be much higher. Ceylons and Indias are firmer than ever.

An unprecedented demand has been experienced this year for seed wheat particularly. As the farmers waited until the last moment before buying, seed dealers are rushed to death. In recent years, wheat has not been grown to any extent in Quebec. Years ago, Quebec was a great wheat growing and milling province, but this fell off with the arrival of Western wheat. The high prices of flour during the past eight months has brought Quebec farmers to their senses. They will see to it that they do not pay these prices next year. They are going to grow their own wheat, and mill their own flour. That accounts for the heavy run on seed dealers for wheat. Timothy and clover seed have been in heavy demand, several dealers having to order several extra cars to cope with the demand.

The price of Rangoon rices to the retailer have been advanced 10c all round. Maple sugar is being offered freely, and seems to be more plentiful than syrup, the crop of which was light, and the demand heavy. Sugar is being quoted at 10-11c for large quantities, and 12c in small lots to the grocer.

In the fruit and vegetable market, strawberries are coming in at lower prices, 13c for pint cups being quoted early this week, with lower prices likely for Saturday. Lemons, which declined last week, suddenly advanced 50c a box. A further advance has taken place in California navel oranges, $3.50 being asked now for all sizes. Red onions are beginning to sprout, and have jumped almost $1 per bag. New potatoes are arriving at more reasonable quotations. Few cauliflowers are being offered.

The feature in the fish market is a sharp decline in live and boiled lobsters, which have become almost a glut on the market on account of the small quantity being packed this year. Already the price for live has dropped to 15c per lb., and for boiled to 12-14c. This low price is not usually reached until the middle of June, so that very low prices are anticipated during the next few weeks. It is reported that the Newfoundland Government is contemplating putting a law into force prohibiting the fishing of lobsters for a period of three years. This would have the effect of replenishing the waters, and preventing a loss to the trade on account of depreciation.

SUGAR.—There is no change in the price of refined here. Wholesalers bought rather freely last week, but not heavily. On Tuesday the raw market was off a few points, but the actual sugars were not off at all. This weakness was caused by speculation in futures, and was misleading and annoying to the refiners here, because it stopped the trade from buying. A man who is contemplating buying a car learns that prices for September delivery are down, which he takes for a sign of weakness, and withholds his order, whereas if there was no speculation in futures he would not get that information. The retail trade, anticipating an advance, bought heavier than usual last week. Reports of foreign countries buying in New York, reports of smaller crops in Cuba, and the expected increase in demand this year on account of heavy fruit crops anticipated in Canada, all have had the effect of stimulating the market.

	Per 100 lbs.
Extra Granulated Sugars—	
100 lb. bags	6 65
20 lb. bags	6 75
2 and 5-lb. carton	6 95
Yellow Sugars—	
No. 3	6 50
No. 1	6 25
Extra Ground Sugars—	
Barrels	7 05
50 lb. boxes	7 25
25 lb. boxes	7 45
Powdered Sugars—	
Barrels	6 85
50 lb. boxes	7 05
25 lb. boxes	7 25
Paris Lumps—	
100 lb. boxes	7 40
50 lb. boxes	7 50
25 lb. boxes	7 70
Crystal Diamonds—	
Barrels	7 30
100 lb. boxes	7 40
50 lb. boxes	7 50
25 lb. boxes	7 70
Cartons and half cartons	8 05
Crystal Dominoes, cartons	8 15

TEAS.—The market for Japans opened this week. The first reports received indicate that high grades are selling on about the same basis as last year. Although there is no definite information available yet, the impression is that medium priced teas will be higher. On Monday the new prices on Salada teas were announced. There is an advance of 4c per lb. on the cheaper lines, and 5c per lb. on better grades. The tea trade here welcome this announcement, and believe that trade will improve generally in consequence. Already business has shown improvement as a result. This advance has been expected for a long time, and now that it has taken place, the trade is better able to size the information up. Further advances would not surprise anybody. Prices of Indias and Ceylons are steadily advancing, and owing to the Russian immediate demand, there will be a further scarcity in future. Cheaper grades have been hit on account of the high price of rubber. The low lands of Ceylon, which are adapted for growing rubber, have been reserved for rubber, whereas on the upper levels, tea is still being grown, as they are not adapted to rubber. A letter received here from Colombo, dated March 10, states that the present market there is very high, and that they consider it advisable to purchase now, as there may be difficulty in shipping consignments if the order is held over.

DRIED FRUITS.—This is a quiet period, especially in the primary market. Prices are higher abroad, higher in many cases than those the retailers are paying. Very little change has taken place during the past three weeks. Very little importing is being done. On the other hand, wholesalers report a good demand for prunes, Valencia raisins, currants in packages, and seeded raisins. This is probably felt on account of the opening of navigation, which is the signal for many merchants to replenish their stocks. Prunes are stiffening in California, and it would appear that those who bought early acted wisely.

EVAPORATED FRUITS.	Per lb.	
Apples, choice winter, 50-lb. boxes	....	0 08
Apples, choice winter, 25-lb. boxes	....	0 08½
Apricots	0 15½	0 17½
Nectarines, choice	....	0 11½
Peaches, choice	0 10	0 11
Pears, choice	....	0 13½
DRIED FRUITS.		
Candied Peels—		
Citron	0 20	0 21
Lemon	0 13½	0 14
Orange	0 13½	0 14
Currants—		
Amalias, loose	....	0 07½
Amalias, 1-lb. pkgs.	....	0 08
Filiatras, fine, loose, new	....	0 07
Filiatras, packages, new	....	0 08
Vostizzas, loose	....	0 09
Dates—		
Dromedary, package stock, per pkg.	....	0 09
Fards, choicest	....	0 12½
Hallowee, loose	....	0 08
Hallowee, 1-lb. pkgs.	....	0 08
Figs—		
8 crown, 12 lb. boxes, fancy, layer, lb.	....	0 14
7 crown, 12 lb. boxes, fancy, layer, lb.	....	0 14
6 crown, 12 lb. boxes, fancy, layer, lb.	....	0 13½
1 lb. glove boxes, each	....	0 12
Prunes—		
30 to 40, in 25-lb. boxes, faced	....	0 14
40 to 50, in 25-lb. boxes, faced	....	0 13
50 to 60, in 25-lb. boxes, faced	....	0 12
60 to 70, in 25-lb. boxes, faced	....	0 11
70 to 80, in 25-lb. boxes, faced	....	0 10
80 to 90, in 25-lb. boxes, faced	....	0 09½
90 to 100, in 25-lb. boxes, faced	....	0 09
Raisins—		
Malaga, table box of 22 lbs., 3-crown cluster, $2.60; 5-crown cluster	....	3 60
Muscatels, loose, 3 crown, lb.	....	0 09
Sultana, loose	0 10	0 11
Sultanas, 1-lb. pkgs.	0 11½	0 14
Valencia, selected	....	0 09
Valencia, 4-cr. layer	....	0 09¼
Cal. seedless, 16 oz.	....	0 11
Seedless, 12 oz.	....	0 09
Fancy seeded, 16 oz.	....	0 10
Choice seeded, 16 oz.	....	0 09½

Prices quoted on all lines of fruits are liable to be shaded for quantities, according to the state of market.

RICE.—The Mount Royal Milling Co. have raised their price on Rangoon rices 10c per cwt. Current prices now are: Rangoon "B", $3.70; "C. C.", $3.60; India Bright, $3.85, and Lustre, $3.90.

Rangoon Rices—	Per cwt.
Rangoon "B"	3 70
"C.C."	3 60
India bright	3 85
Lustre	3 95
Fancy Rices—	**Per cwt.**
Imperial Glace	5 50
Sparkle	5 70
Crystal	5 45
Ice drips	5 80
Snow	5 70
Polished	4 85
Pearl	5 05

Prices are per 100 lbs., packed in bags (250 lbs.), half-bags (100 lbs.), and quarter-bags (50 lbs.); add 10c per 100 lbs. for pockets (25 lbs.), and 20c for half-pockets (12½ lbs.).

Imported Patna—	Per lb.	
Bags, 224 lbs.	0 06	0 06½
Half bags, 112 lbs.	0 06¾	0 06
Quarter bags, 56 lbs.	0 06¾	0 06¼
Velvet head Carolina	0 09¾	0 10½
Sago, brown	0 06½	0 07
Tapioca—		
Pearl, lb.	0 06½	0 07
Seed, lb.	0 06½	0 07

MOLASSES.—It is understood that prices have eased off slightly on new crop, but no sales can be learned of. Schooners have been offered here at 38½c, all charges paid Montreal, but no purchases were made here.

	Prices for Island of Montreal. Fancy.	Choice.
Barbadoes Molasses—		
Puncheons	.45	.41
Barrels	.43	.44
Half barrels	.50	.46

For outside territories prices range about 2c lower for fancy; nothing for choice.

Carload lots of 20 puncheons or its equivalent in barrels or half barrels, to one buyer, may be sold at "open prices." No discounts will be given.

Corn Syrups—		
Barrels, per lh., 3¾c; ½ hhls., 4c; ¼ hhls.		0 04¼
Pails, 38½ lbs., $1.95; 25 lbs.		1 46
Cases, 2 lh. tins, 2 doz. in case		2 55
Cases, 5 lh. tins, 1 doz. in case		3 00
Cases, 10 lh. tins, ½ doz. in case		2 90
Cases, 20 lh. tins, ¼ doz. in case		2 85
Maple Syrups—		
New, pure, per 8½ lh. tin	0 75	0 80
Pure, in 15 gal. kegs, 8c per lb. or, per gal.		1 15
Maple sugar, pure, per lb.	0 10	0 12

COFFEE.—The market is practically unchanged. Business is not good, and it can't be said that it is bad.

Coffee, Roasted—		
Bogotas	0 26	0 30
Jamaica	0 23	0 24
Java	0 31	0 36
Maricaibo	0 22	0 25
Mexican	0 27	0 28
Mocha	0 33	0 36
Rio	0 17	0 20
Santos	0 21	0 23
Chicory, per lb.	0 10	0 12

NUTS.—Shelled walnuts are advancing. Two weeks ago the import price dropped two cents, from 35c to 33c. The market is getting firmer, but so far there has been little change in the price. Nuts in shell in the primary market are quiet, with no price changes.

Almonds, Tara	0 16	0 18
Grenobles, new	0 14	0 16
Marbots, new	0 15	0 16
Shelled walnuts, new, per lh.	0 34	0 37
Shelled almonds, 28-lh. boxes, per lb.	0 38	0 43
Sicily filberts	0 13	0 14
Filberts, shelled	....	0 23
Pecans, large	....	0 18
Brazils, new	....	0 13
Peanuts, No. 1, 12¼c; No. 2	....	0 11¼
Peanuts, No. 3	....	0 10

DRIED VEGETABLES. — The markets for both beans and whole soup peas is exceedingly strong. Wholesalers continue to pay $3 and $3.05 for 3-lb. pickers, and $2.65 for peas, so that the retailer may expect the high prices asked by wholesalers for some time back to be maintained.

Beans—		
Canadian, 3-lh. pickers, per bushel	3 00	3 15
Yellow, per bushel	....	3 25
Yellow eyes, per bushel	....	3 25
Lima, per lb.	0 07½	0 08
Peas, white soup, per bushel	2 85	3 00
Peas, split, bag, 98 lbs.	....	5 25
Barley, pot, per bag	....	3 00
Barley, pearl	....	4 50

SPICES.—Foreign markets are generally higher, partly owing to the scarcity of freight room in the Orient, and partly because of short crop totals. The market in New York has declined irregularly, on account of tired operators selling odd parcels of peppers, cloves, gingers and cassias.

	5 and 10-lh. boxes.	¼-lb. pkgs. dozen.	¼-lh. tins lh.
Allspice	—0 17	0 70—0 80	—0 24
Cassia	—0 23	0 78—1 05	—0 31
Cayenne pepper	—30	1 08—1 21	—0 36
Cloves	—0 41	1 21—1 31	—0 48
Cream tartar—40c.			
Ginger, Cochin	0 18—0 24	—....	—....
Ginger, Jamaica	—0 23	1 00—1 15	—0 31
Mace	—0 80	1 00—1 15	—1 00
Nutmegs	—0 40	1 08—1 26	—0 75
Pepper, black	—0 25	0 90—1 00	—0 31
Pepper, white	—0 34	1 15—1 20	—0 40
Pastry spice	—0 23	0 95—1 20	—0 31
Pickling spice	—0 16	0 85—1 00	0 80—0 95
Turmeric	0 21—0 23	—....	—....

Lower prices for pails boxes or bailers when delivery can be secured.

Cardamon seed, per lh., bulk	2 00	2 50
Carraway—		
Canadian	....	0 13
Dutch	0 15	0 16
Cinnamon, China, lh.	0 20	....
Mustard seed, bulk	0 19	0 23
Celery seed, bulk	0 36	0 46
Cayenne chillies	....	0 35
Shredded cocoanut, in pails	....	0 19½

ONTARIO MARKETS.

Toronto, May 6.—The main thing this week from a news point of view is the advance in package tea prices by one prominent house in Toronto. This is by no means unexpected. Canadian Grocer has been prophesying now for some two or three months that prices were bound to advance on package teas in Canada. The exceptionally high levels which have been maintained and enhanced in London and Colombo have made it impossible to sell any longer at the levels which obtained some six months ago. The main point about this advance is that so far it is not general. The Salada Tea Company is the only one that has advanced prices up to this time of writing. Other houses are still at old levels, and we are informed there is no change as yet, though they frankly admit the possibility of an advance. Doubtless, however, they will. We do not think it will be very long before another advance follows this one. It is impossible to pay the exorbitant charges and the very high prices which are quoted in London and Colombo at present, and still sell to the consumer at 40c per pound—which is the new price level. At that there is no money in the tea business; this is another way of saying that the advance of only 5c is remarkably small under the circumstances. The commonest low grades sold at the London auction, which are too low for American and Canadian consumption, were quoted at 1/- at this time of writing. That is 24c. That price laid down here would be 1/1, 26c, and this is not inclusive of any war charges or profits at all. So that very obviously it is impossible to sell this tea at 33c to the retailer—which is the new level imposed by the Salada Tea Company—and make a profit.

Trade continues, on the whole, on an up-grade, and the grocery business is getting its share. Collections continue good in the country, and to improve in the city. Money is becoming more free, and people seem more disposed to loosen up. The retail trade is in pretty good shape, considering circumstances, and we hear that wholesalers find a disposition among the trade to seek no long credits except where inevitable. Rather the trade want to buy small and often, and pay for their purchases quickly. Jobbers and wholesalers think that retailers have held their end up well, and there are comparatively few having to be carried.

New-laid eggs are firmer, a trifle, this week, for though supplies are very large, demand for consumption continues unabated, and there is a pronounced storage demand, too. This is full early to store eggs, and particularly at what may be termed comparatively high levels, but the egg man has ever his nerve with him, and he may get away with it. But a break in a month's time—right in the middle of heaviest production—would be awkward.

Cold weather means a temporary hold-up on trade in summer drinks and flypapers and the like summer lines.

SUGAR.—At this writing local situation is weaker, though there has been considerable fluctuation in New York, consequent upon which there was a firmer tone here for a day or two. Trading is fair; demand steadily good. The undertone is firm enough, and some prophets predict higher prices. But conditions in this market would not appear to warrant that, whatever New York may do.

Extra Granulated Sugars, Montreal Refined—per 100 lbs.	
100 lh. bags	6 71
20 lb. bags	6 81
10 lh. bags	6 86
2 and 5-lb. cartons	7 00
Nova Scotia refined, 100-lb. bags	6 61
New Brunswick refined, 100-lh. bags	6 71
Extra Ground Sugars—	
Barrels	7 11
50 lh. boxes	7 29
25 lh. boxes	7 41
Powdered Sugars—	
Barrels	6 91
50 lh. boxes	7 11
25 lh. boxes	7 31
Crystal Diamonds—	
Barrels	7 36
100 lh. boxes	7 46
50 lh. boxes	7 56
Cartons (20 to case)	8 11
Cartons (50 to case)	8 61
Crystal Dominoes, cartons	8 11
Paris Lumps—	
100 lb. boxes	7 46
50 lh. boxes	7 56
25 lh. boxes	7 76
Yellow Sugars—	
No. 1	6 31

Barrels granulated and yellow may be had at 5c per cwt. above bag prices.

TEA.—The advance that the Canadian Grocer has been predicting for the last two or three months has at last occurred in the case of one concern in Canada. The others have not yet advanced prices, but in the case of this one house the lowest grade brown label now goes to the retailer for 33c and the consumer for 40c. The advance is solely subsequent upon the exorbitant prices which now obtain at the London auction. These have gradually got higher and higher until the very lowest grade of tea now costs 1/-, or 24c. This tea would have cost six months ago not more than 8d, or 16c, so that the percentage increase is very remarkable. There seems to be no prospect of any let-up in this advancing tendency. Rather the contrary is likely. Some facts with regard to the enormous increase in Russian consumption are interesting.

In 1912-13 Russia took from India 40,000,000 pounds of tea. In 1913-14 she took 44,000,000 pounds; this year she was only able to get 28,000,000 pounds. If Russia had been able to get the other 15,000,000 pounds of Indian tea there would be no Indian tea for Canadian buyers at less than $1 per pound, and indeed if Russia could get the boats to

bring all the tea that she wants, we question very much whether we should see any Indian tea in this market at all.

As we explained in our introduction to the market and in our market summary this week, we think it unlikely that prices will continue even as low as this present advance leaves them. A further advance is in the offing, and certainly with levels where they are in London and Colombo, higher quotings would be justified.

We were shown by a tea man here a circular list of teas that were sold at auction in Colombo on the 25th of March, and we took, for instance: "Inverness" Pekoe which then brought 1/2¾d.; "St. Johns," which then brought 1/2¼d.; "Pedro," which then brought 1/2¾d.; which, converted into currency, would be about thirty cents. Added to these prices would be surcharge freights and war risks which would be, from Colombo, at least three cents a pound, and this is to a merchant who has facilities for buying at auction. Otherwise he would have to pay a profit to a broker. Therefore these teas laid down here would cost, roughly speaking, thirty-three cents in cash two months before the goods arrived, as they have to be paid for the day after the auction.

Some years ago these same marks fetched 9d. and 9½d., or eighteen and nineteen cents at auction in Colombo. Such a disparity in so short a time is unprecedented.

DRIED FRUITS.—What may be described as a seasonable dullness pervades the market for dried fruits. The early buying on prunes for futures is pretty well done with and the market at the coast has pretty well struck bottom. Spot stuff is nil. Currants are pretty well dead; a casual enquiry drifts in but not enough to pay expenses. A few Valencia raisins are selling. Peaches and evaporated apples are a trifle firmer, at same levels as obtained last week. Season is advanced fairly far on most lines and buying is only hand-to-mouth.

Apricots—		
Standard, 25 lb. boxes	0 13	0 14
Choice, 25 lb. boxes	0 14	0 15½
Apples, evaporated, per lb.	0 07½	0 08
Candied Peels—		
Lemon	0 13	0 14
Orange	0 13	0 14
Citron	0 19	0 22
Currants—		
Filiatras, per lb.	....	0 07½
Amalas, choicest, per lb.	0 08	0 08¼
Patras, per lb.	0 08¼	0 08½
Vostizzas, choice	0 09½	0 10
Cleaned, ½ cent more.		
Dates—		
Fards, choicest, 12-lb. boxes	0 09½	0 10
Fards, choicest, 60-lb. boxes	0 09	0 09½
Package dates	0 06	0 06½
Hallowees	0 07¼	0 07¾
Prunes—		
30-40s, California, 25 lb. boxes	0 14½	0 15
40-50s, 25 lb. boxes	0 12½	0 13½
50-60s, 25 lb. boxes	0 12	0 12½
60-70s, 50 lb. boxes	0 10½	0 11¼
70-80s, 50 lb. boxes	0 09	0 09¼
80-90s, 50 lb. boxes	0 08	0 09
90-100s, 50 lb. boxes	0 07½	0 08
25-lb. boxes, ½c more.		
Peaches—		
Choice, 50-lb. boxes	0 08	0 08½
25-lb. boxes ¼c more.		
Raisins—		
Sultanas, choice, new	0 12	0 13
Sultanas, fancy, new	0 14	0 16
Valencia	0 09½	0 10
Seeded, fancy, 1 lb. packets	....	0 10½
Seeded, choice, 1 lb. packets	0 09¾	0 10¼
Seeded, choice, 12 oz.	....	0 08
Seedless, 16 oz. packets	0 10½	0 11
Seedless, 12 oz. packets	....	0 10

NUTS.—Business continues quiet, and hand-to-mouth is the character of such orders as drift in from time to time. There is some business in shelled almonds and walnuts. Freights are way up—a cent and a half a pound is said to be the charge now—and this will have an effect if and when business picks up. Few consignments are coming through from Europe, and spot stocks are low. It is only that demand is small, too, that keeps price levels down.

	Per lb.	
In Shell—		
Almonds, Tarragona	0 17½	0 18
Brazils, medium, new	0 10	0 11
Brazils, large, washed, new	0 12	0 13
Chestnuts, peck	1 75	2 00
Filberts, Sicily, new	0 13	0 14
Peanuts, Jumbos, roasted	0 12½	0 13½
Peanuts, hand-picked, roasted	0 11	0 11½
Peanuts, fancy, roasted	0 09	0 10
Pecans	0 17	0 18
Walnuts, Grenoble	....	0 16
Walnuts, Bordeaux	0 11	0 12
Walnuts, Marbots	0 13	0 14
Shelled—		
Almonds	0 37	0 40
Filberts	....	0 35
Peanuts	0 11	0 11½
Pecans	0 58	0 62
Walnuts	0 38	0 40

SPICES.—There is little change in the market. Peppers, black and white, are still firm and so are cassias and cream of tartar. Temporary easement afforded by shipments is dwindling, and spot stocks are not comparable to demand for same.

Spices—	Compound, per lb.	Pure, per lb.
Allspices, ground	....—0 10	....—0 15
Allspices, whole	....—....	....—0 15
Cassia, whole	....—....	0 21—0 26
Cassia, ground	0 14—0 16	0 21—0 26
Cinnamon, Batavia	....—....	0 36—0 40
Cloves, whole	....—....	0 28—0 33
Cloves, ground	0 18—0 22	0 28—0 35
Cream of tartar	0 25—0 35	0 40—0 45
Curry powder	....—....	....—0 35
Ginger, Cochin	0 14—0 17	0 20—0 23
Ginger, Jamaica, ground	0 17—0 20	0 24—0 27
Ginger, Jamaica, whole	....—....	0 24—0 27
Ginger, African, ground	....—....	....—0 18
Mace	....—....	0 80—1 05
Nutmegs, brown, 64s, 52c; 80s, 42c; 100s	....—....	....—0 30
Nutmegs, ground, bulk, 45c; 1 lb. tins	....—....	....—0 50
Pastry spice	....—....	0 22—0 25
Peppers, black, ground	0 14—0 18	0 19—0 22
Peppers, black, whole	....—....	0 20—0 22
Peppers, white, ground	0 19—0 24	0 30—0 33
Peppers, white, whole	....—....	0 30—0 33
Pickling spice	....—....	....—0 15
Turmeric	....—....	0 18—0 20

MOLASSES AND SYRUPS.—Item of news is that corn syrup in the new glass jar, put out by the Canada Starch Company, is up from $2.25 to $2.40 a dozen. At that there are lots of orders for it; apparently it is a line wanted by retailers. Molasses is in fair demand, and purchasers' stocks are said to be low.

Syrups—	Per case.	
2 lb. tins, 2 doz. in case	....	2 65
5 lb. tins, 1 doz. in case	....	3 00
10 lb. tins, ½ doz. in case	....	2 90
20 lb. tins, ¼ doz. in case	....	2 85
Barrels, per lb.	....	0 03¾
Half barrels, lb.	....	0 04
Quarter barrels, lb.	....	0 04¼
Pails, 38½ lbs. each	....	1 95
Pails, 25 lbs. each	....	1 40
Molasses, per gallon—		
New Orleans, barrels	0 26	0 28
New Orleans, half-barrels	0 28	0 30
West Indies, half barrels	0 26	0 28
Barbadoes, fancy, barrels	0 46	0 48
Barbadoes, fancy, half-barrels	0 47	0 51
Maple Syrup—Pure—		
5 gallon cans, 1 to case	6 45	6 60
Gallons, 6 to case	6 60	8 00
½ gallons, 12 to case	6 95	7 25
Quarts, 24 to case, in glass	7 00	7 25
Pints, 24 to case	4 00	5 90
Maple Sugar—		
Pure, per lb.	....	0 12½
Maple Cream Sugar—		
24 twin bars	....	1 80
40 and 48 twin bars	3 60	4 85
Maple butter, lb. tins, dozen	....	1 40

COFFEE.—There is nothing new in the way of price changes this week. Lower grades continue on advancing plane. Rios are very firm and may advance. Spot stocks are said to be none too high. Santos is in same position.

Coffee—		
Standard Old Govt. Java	0 36	0 38
Plantation Ceylon	0 32	0 34
Java	0 35	0 40
Arabian Mocha	0 34	0 37
Guatemala	....	0 30
Bucramanga	0 30	0 32
Mexican	0 30	0 32
Maricaibo	0 28	0 28
Jamaica	0 24	0 26
Santos	0 19	0 22
Rio	0 16	0 18
Chicory	....	0 14

RICE AND TAPIOCA.—Tapioca and sago are very strong, owing to fact that supplies are difficult to get from place of shipping, while stocks here are considerably lower than level which can adequately take care of demand. Rices all round are firm with good buying.

Rice—		
Rangoon "B," per cwt.	....	3 48
Rangoon, per cwt.	3 50	4 00
Rangoon, fancy, per cwt.	....	5 00
Patna, fancy	0 07¼	0 09
Tapioca—		
Pearl, per lb.	0 06	0 07½
Seed, per lb.	0 06	0 07¼
Sago, brown, per lb.	....	0 06¼

MANITOBA MARKETS.

Winnipeg, May 6.—The general report on business conditions indicates that the past week has seen little activity. This, however, is a satisfactory state of affairs, as it indicates clearly that the farmers are devoting all their time to seeding. A large part of their crop is now in, and within a comparatively short time they will be getting to the towns more frequently.

Sugar continues to be an uncertain commodity as this is written, but there seems a probability that the market will become steadier as far as Manitoba is concerned. With so many refiners in the field, however, it is difficult to say what will happen.

Another feature to the market is the decline in the price of beans, details of which are given under the special heading. Pepper has just been placed upon a higher level owing to scarcity. Particularly is white pepper hard to get. It seems the British Government bought a great deal of the spot goods. New supplies have not been available to take the place of these, and as a result white pepper has risen from 1c to 1½c per lb.—black 1½c per lb. This makes the present quotations—white, in pails, 32c; black, in pails, 19c.

SUGAR.—There has been a big decline locally—at least there has been an adjustment, which means that the dealers outside of Winnipeg can now buy better than a week ago, though for the City of Winnipeg dealers the change does not mean as much. As was stated in the Winnipeg report of a week ago, there was locally no sound basis for sugar, and then a good many dealers

probably got sugar at the price which is now made definite—6.95 f.o.b., Winnipeg.

	Per cwt. in sacks.
Sugar, Eastern—	
Standard granulated	6 95
Extra ground or icing, boxes	7 80
Extra ground or icing, bbls.	7 60
Powdered, boxes	7 60
Powdered, bbls.	7 40
Hard lump (100-lb. cases)	7 90
Montreal yellow, bags	6 55
Sugar, Western Ontario—	
Sacks, per 100 lbs.	6 95
Halves, 50 lbs., per cwt.	6 95
Bales, 20 lbs., per cwt.	5 90
Powdered, barrels	6 25
Powdered, 50's	5 60
Powdered, 25s	6 90
Icing, barrels	6 80
Icing, 50s	6 95
Icing, 25s	6 95
Icing, pails	6 85
Cut loaf, barrels	6 65
Cut loaf, 50's	6 96
Cut loaf, 25's	7 15
Sugar, British Columbia—	
Extra standard granulated	6 95
Bar sugar, bbls.	7 40
Bar sugar, boxes	7 60
Icing sugar, bbls.	7 60
Icing sugar, boxes	7 80
H. P. lumps, 100-lb. cases	7 90
H. P. lumps, 25-lb. boxes	8 15
Yellow, in bags	6 55
Corn Syrup—	
2s, per case 2 doz.	2 73
5s, per case 1 doz.	3 13
10s, per case ½ doz.	3 01
20s, per case ¼ doz.	3 02
B. C. Cane Syrups—	
2-lb. tins, 2 doz. to case, per case	3 15
5-lb. tins, 1 doz. to case, per case	3 50
10-lb. tins, ½ doz. to case, per case	3 30
20-lb. tins, 3 tins to case, per case	3 25

(These prices prevail in Winnipeg, Calgary, Regina, Moose Jaw and Lethbridge. For Edmonton and Saskatoon they are 5c case higher.)

	Per gal.
Molasses—	
Barbadoes	0.53
New Orleans	0 .4
Maple Syrups—	Per case.
Imperial quarts, case, 2 doz.	5 40
Imperial ½ gals., 1 doz.	5 55
New, pure, ½ gal. case	9 00
New, pure, ½ gal., quarts, case 2 doz.	9 70
New, pure, quart bottles, case 2 doz.	9 75

DRIED FRUITS.—Here the week has seen few changes. Prunes and apricots are strong, and will probably continue to go stronger until the new crop arrives. Then it will be lower on both lines. It seems that prunes especially will be affected by the coming of new stock. Prices may be expected to drop sharply during September.

Apples, evsporsted, new, 50's	....	0 08¼
Apricots, choice, 25's	....	0 13¼
Apricots, choice, 10's	....	0 14
Apricots, standard, 25's	....	0 12¾
Currants—		
Dry clean	....	0 07¾
Washed	....	0 08¾
1 lb. package	....	0 08⅞
2 lb. package	....	0 17⅝
Vostizzas, bulk	....	0 10
Dates—		
Hallowee, loose, per lb.	....	0 09
Hallowee, 1 lb. pkgs.	....	0 07½
Fard dates, 12-lb. boxes	....	1 25
Peaches—		
Standard, 25-lb. boxes	....	0 07¼
Choice, 25-lb. boxes	....	0 07¾
Choice, 10-lb. boxes	....	0 08½
Raisins, Muscatels—		
3 crown, loose, 25's	....	0 09
3 crown, loose, 50's	....	0 08¾
Raisins, Valencias—		
Fine selected	2 40	2 45
Four crown layers	....	2 45
Choice, seeded, lb.	....	0 11¼
Fancy seeded, lb.	....	0 11
12-oz. packages, fancy	....	0 08⅞
12-oz. psckages, choice	....	0 08¾
Raisins, Sultanss—		
Corinthian Giants	....	0 13¼
Superfine	....	0 12½
Finest	....	0 10⅞
Fine	....	0 10¼
Prunes, in 25-lb. boxes—		
90 to 100	....	0 08¾
80 to 90	....	0 08¾
70 to 80	....	0 09⅜
60 to 70	....	0 10
50 to 60	....	0 11
40 to 50	....	0 11⅝
Tsble Layer Figs—		
7-crown, 3-lb. boxes, per lb.	....	0 15½
5-crown, 10-lb. boxes, per lb.	....	0 15
5-crown, 10-lb. boxes, per lb.	....	0 13¾
4-crown, 10-lb. boxes, per lb.	....	0 13
3-crown, 10-lb. boxes, per lb.	....	0 12⅜
Glove boxes, per doz.	....	1 00
Cooking figs, taps, about 25 lbs., lb..	....	0 07¼
Cooking figs, choice nsturals, 28-lb. bags, per lb.	0 07	0 07½

RICE AND TAPIOCA.—Low quotations on rice continue. They seem certain to remain, moreover, until next fall, present contracts covering all demands. Tapioca, on the other hand, is scarce, and will go up considerably in the next two or three months. It has risen slightly this week, being now quoted at from 5⅛c to 5⅜c. Before August tapioca is expected to rise very nearly to 7c.

Rice and Tapioca—		
No. 1 Japan, per lb.	....	0 04¾
No. 2 Japan, per lb.	0 04¾	0 04⅝
Siam, per lb.	0 03¾	0 03⅞
Patna, per lb.	0 06½	0 07
Carolina, per lb.	....	0 08½
Sago pearl, per lb.	....	0 04¾
Tapioca, pearl, per lb.	0 05½	0 05⅜

NUTS.—Several changes have been struck here, shelled almonds being put upon a slightly higher basis. Peanuts, too, are quoted up from a week ago.

Nuts—		
Brazil, new stock	....	0 11½
Tarragona almonds	....	0 19
Peanuts, roasted Jumbos	0 12½	0 14
Peanuts, choice	....	0 10
Pecans	....	0 21
Marbot walnuts	....	0 14½
Sicily filberts	....	0 14¾
Shelled almonds	....	0 41
Shelled walnuts	....	0 36

BEANS.—The falling off in export demand—a condition which has been checked—has yet brought about a downward movement in 3-lb. pickers, which are quoted at $3.55 at present. Beans are now out of the farmers' hands, and the prices are undoubtedly being controlled. In fact, few beans are available in Ontario to-day. It seems certain they will cover the few cents decline here noted before any great length of time.

Beans—		
Tapioca, pearl, per lb.	0 5½	0 5⅝
Canadian, hand-picked	3 85	3 95
California Lima Beans—		
3-lb. pickers	....	3 55
Bag lots	....	0 08½
Less than bag lots	....	0 08½
Barley—		
Pot, per sack, 96 lbs.	....	3 30
Pearl, per sack, 98 lbs.	....	4 30
Peas—		
Split peas, sack, 98 lbs.	....	6 00
Sack, 40's	....	3 02
Whole peas, bushel	....	2 90

CANNED GOODS.

ONTARIO AND QUEBEC PRICES 1914 PACK

VEGETABLES.

	Group A.
2's Aspsragus tips	$ 2 62½
2's Asparagus butts	1 47½
2's Beans, crystal wax	1 06
2's Beans, golden wax, midget	1 25
2's Beans, golden wax	0 95
3's Beans, golden wax	1 32½
Gals., Beans, golden wax	3 77½
2's Beans, Lima	1 22½
2's Beans, red kidney	1 00
2's Beans, Refuge or Valentine green	0 95
3's Beans, Refuge (green)	1 32½
2's Beans, Refuge, midget	1 25
Gals., Beans, Refuge	3 77½
2's Beets, sliced, blood red, Simcoe	1 00
2's Beets, whole, blood red, Simcoe	1 00
2's Beets, whole, blood red, Rosebud	1 30
3's Beets, sliced, blood red, Simcoe	1 35
3's Beets, whole, blood red, Simcoe	1 40
3's Beets, whole, blood red, Rosebud	1 45
3's Cabbage	0 97½
Gals., Cabbage	2 77½
2's Carrots	0 97½
3's Carrots	1 27½
2's Cauliflower	1 37½
3's Cauliflower	1 77½
2's Corn	0 95
2's Corn, Fancy	1 95
Gals., Corn on Cob	4 52½
2's Parsnips	0 97½
3's Parsnips	1 17½
2's Peas, standard, size 4	0 95
2's Peas, early Junes, size 3	0 97½
2's Peas, sweet wrinkles, size 2	1 00
2's Peas, extra fine sifted, size 1	1 40
Gals. Peas, standards	4 07½
Gals. Peas, Early Junes	4 17½
Gals. Peas, sweet wrinkles	4 32½
2½'s Sauer Kraut, Simcoe	0 92½
3's Sauer Kraut, Simcoe	0 97½
Gals. Sauer Kraut, Simcoe	2 77½
2's Spinach	1 15
3's Spinach	1 50
Gal. Spinach	4 55
3's Squash	0 97½
Gals. Squash	2 77½
2's Succotash	0 97½
2's Tomatoes	0 87½
2½'s Tomatoes	0 95
3's Tomatoes	1 00
Gals., Tomstoes	2 92½
3's Turnips	0 97½

FRUITS.

3's Apples, Standard	0 82½
3's Apples, Preserved	1 00
Gals. Apples, Standard	2 05
Gals. Apples, Preserved	3 00
2's Blueberries, standard	1 52
2's Blueberries, preserved	1 82½
Gals, Blueberries, std.	6 57½
2's Blk. cherries, pitted, H.S.	1 92½
2's Blk. cherries, not pitted, H.S.	1 52½
2's Red ptd. cherries, H.S.	1 92½
2's Cherries, red, pitted, L.S.	1 45
2's not ptd., red cherries, H.S.	1 52½
Gals. ptd. red cherries	8 52½
Gals. not ptd. red cherries	8 02½
2's Cherries, white, ptd., H.S.	1 92½
2's Cherries, white, not ptd., H.S.	1 52½
2's Black currsnts, H.S.	1 47½
2's Preserved black currants	1 77½
Gals. black currants, st'd.	5 27½
Gals. black currants, solid pack	8 27½
2's Red currants, H.S.	1 47½
2's Red preserved currants	1 77½
Gals. red currants, standard	5 27½
Gals. red currants, solid pack	8 27½
2's Gooseberries, H.S.	1 47½
2's Gooseberries, preserved	1 77½
Gals. gooseberries, standard	7 02½
Gals. gooseberries, solid pack	8 77½
2's Grapes, white, Niagara, preserved	1 42½
Gals. Grapes, white, Niagara, standard	3 22½
2's Lawtonberries, heavy syrup	1 97½
2's Lawtonberries, L.S. (group B)	1 45
2's Lawtonberries, preserved	2 17½
Gals. Lawtonberries, std.	7 07½
2's Peaches, white, heavy syrup	1 77½
2½'s Peaches, white, heavy syrup	2 02½
3's Peaches, white, heavy syrup	2 12½
1½'s Peaches, yellow, flats, heavy syrup	....
2's Peaches, yellow, heavy syrup	1 77½
2½'s Peaches, yellow, heavy syrup	2 02½
3's Peaches, yellow, heavy syrup	2 12½
3's Peaches, yellow, whole, heavy syrup	....
3's Peaches, pie, not peeled	1 17½
3's Peaches, pie, peeled	1 62½
Gals. Peaches, pie, not peeled	3 02½
Gsls. Peaches, pie, peeled	4 77½
Gals. pie fruits, assorted (add 5%)	....
2's Pears, Bartlett, heavy syrup	1 52½
2½'s Pears, Bartlett, heavy syrup	2 02½
3's Pears, Bartlett, heavy syrup	2 02½
2's Pears, Flemish Beauty, heavy syrup	1 52½
2½'s Pears, Flemish Beauty, heavy syrup	1 77½
3's Pears, Flemish Beauty, heavy syrup	2 02½
2's Pears, Keiffers, heavy syrup	1 27½
2½'s Pears, Keiffers, heavy syrup	1 52½
3's Pears, Keiffers, heavy syrup	1 77½
2's Pears, light syrup, Globe	1 12½
3's Pears, light syrup, Globe	1 42½
3's Pears, pie, not peeled	1 12½
3's Pears, pie, not peeled	1 42½
Gals. Pears, pie, peeled	3 77½
Gals. Pears, pie, not peeled	2 77½
Barrels, per cwt.	5 55
2's Pineapples, sliced, heavy syrup	1 92½
2's Pineapples, shredded, heavy syrup	1 47½
2's Pineapple, whole, heavy syrup	1 92½
3's Pineapples, whole, heavy syrup	2 47½
2's Pineapples, sliced, Hygeian brand	2 00
2's Plums, Damson, light syrup	0 97½
3's Plums, Damson, light syrup	1 37½
2's Plums, Damson, heavy syrup	1 07½
3's Plums, Damson, heavy syrup	1 42½
Gals. Plums, Damson, standard	2 77½
2's Plums, Egg, heavy syrup	1 12½
2½'s Plums, Egg, heavy syrup	1 37½
3's Plums, Egg, heavy syrup	1 47½
2's Plums, Green Gage, light syrup	1 00
2's Plums, Green Gage, heavy syrup	1 12½
3's Plums, Green Gage, light syrup	1 37½
3's Plums, Green Gage, heavy syrup	1 47½
Gals. Plums, Green Gage, standard	3 02½
2's Plums, Lombard, light syrup	0 97½
2½'s Plums, Lombard, light syrup	1 27½
3's Plums, Lombsrd, light syrup	1 37½
2's Plums, Lombard, heavy syrup	1 07½
2½'s Plums, Lombard, heavy syrup	1 27½
3's Plums, Lombard, heavy syrup	1 42½
Gals. Plums, Lombard, standard	2 77½
2's Raspberries, black, H.S.	1 97½
2's Raspberries, black, L.S. (group B)	1 45
2's Raspberries, black, preserved	2 17½
Gals. Raspberries, black, std.	7 07½
Gals. Raspberries, black, solid pack	9 32½
2's Raspberries, red, H.S.	1 97½
2's Raspberries, red, L.S. (group B)	1 45
2's Raspberries, red, preserved	2 17½
Gals. Raspberries, red, std.	7 32½
Gals. Raspberries, red, solid pack	9 32½
2's Rhubarb, preserved	1 57½
3'a Rhubarb, preserved	2 32½
Gal. Rhubarb, standard	3 57½
2's Strawberries, H.S.	2 17½
2's S trawberries, preserved	2 32½
Gals. Strawberries, standard	7 57½
Gals. Strawberries, solid pack	9 82½

(Group B, 2½c dozen lower.)

Salmon—	
Sockeyes, talls, 1's, per doz.	2 47½
Sockeyes, talls, ½'s, per doz.	1 55
Sockeyes, flats, 1's, per doz.	2 52½
Pinks, 1's, per doz.	1 20
Pinks, ½s, per doz.	0 85
Cohoes, 1's, per doz.	1 65
Cohoes, ½'s, per doz.	0 95

BRITISH COLUMBIA MARKETS.

By Wire.

Vancouver, May 5.—Business here is generally fairly brisk. Local garden

vegetable stuff is arriving freely. General grocery staples are moving well at prices which obtained in my last quoting. Okanagan canned goods are a feature because of their excellent quality, which is above average. California dried fruits are coming in good supplies.

PRODUCE AND PROVISIONS.

Butter, creamery, per lb.	0 35
New Zealand cubes	0 33½
New Zealand brick	0 36
Cheese, per lb., large	0 21
EGGS—	
Local fresh	23 c
Extra selected	21 c
Vancouver Island	26 c
Lard, 3's, per case	$8 40
Lard, 5's, per case	8 32
Lard, 10's, per case	8 25
Lard, 20's, each	2 70

GENERAL.

Almonds, shelled, lb.	0 45
Beans, Ontario, per lb.	05½c
Beans, Lytton	05¾c
Cream of tartar, lb.	50 c
Cocoanut, lb.	18½c
Cornmeal, bail	$3 00
Evap. Apples, 50's	08¾c
Flour, 49's, bbl.	8 75
Lemons, box	3 75 4 25
Potatoes, per ton	20 00
Rolled Oats, bail of 80 lbs.	3 85
Onions, lb.	02¼c
Oranges, box	2 75 3 00
Rice, 50's, sack	1 90
Sugar, standard, gran., per cwt	7 44
Sugar, yellow, per cwt.	6 70
Walnuts, shelled, lb., 40c; Almonds	42 c

CANNED GOODS.

Apples, gals. 6|case	$1 50
Beans, 2's	2 05
Corn, standard, per 2 dozen case	2 10
Peas, standard, per 2 dozen case	2 05
Plums, Lombard, 2's, case	2 60
Peaches, 2½'s, case	4 50
Strawberries and raspberries, 2's, case	4 80
Tomatoes, standard, per dozen, case	2 20

SALMON.

Sockeye, 1's, 4 doz. case	$9 00
Sockeye, ½'s, 8 doz. case	10 75
Cohoes, 1's, 4 doz. case	4 75
Humpbacks, 1's, 4 doz. case	4 00

DRIED FRUITS.

Apricots, per lb., 13½c; Apples, lb.	08¾c
Currants, per lb., 08½c; Raisins, seeded, lb.	10 c
Prunes, 70-80, 25's, lb.	09 c
Peaches, per lb.	07 c
White Figs, per lb.	06 c

ALBERTA MARKETS.

By Wire.

Edmonton, May 5.—Fine spring weather is making the country trade good, though in the city is is rather stagnant. The flour market is unsettled, and only a small quantity is selling. Rolled oats are firm: higher prices are looked for. Tea packers are talking of increasing prices. Lard is higher, $8.40, $8.35, $8.30, $2.68. Rice, $3.85. Sugar remains steady and firm. Lemons are higher: quoted at $5.

Produce and Provisions—		
Cheese, per lb., old	0 21½	
Cheese, new, lb.	0 19½	
Butter, creamery, per lb.	0 39	
Butter, dairy, No. 1, 29c; No. 2	0 25	
Lard, pure, 3's, per case	8 40	
Lard, pure, 5's, per case	8 35	
Lard, 10's, per case	8 30	
Lard, pure, 20's, each	2 68	
General—		
Beans, Ontario, per bushel	3 75	3 90
Beans, Japan, per bush.	3 90	4 00
Coffee, whole roasted, Rio	0 16	
Evaporated apples, 60's	0 09	0 09½
Potatoes, per bush.	0 65	0 70
Rolled oats, 20's, 93c; 40's	1 83	
Rolled oats, bail, $1; 80's	3 60	
Flour, 98's	4 05	4 15
Rice, per cwt.	3 95	
Sugar, standard gran., per cwt.	7 50	7 65
Sugar, yellow, per cwt.	7 15	
Canned Goods—		
Apples, gals., case	1 50	
Corn, standard, per two dozen	2 00	2 10
Peas, standard, 2 dozen	2 10	
Plums, Lombard	2 20	
Peaches	3 25	
Strawberries, $4.45; raspberries	4 00	
Tomatoes, standard, per dozen	2 50	
Salmon, sockeye, 4 doz. talls, case, 1s	7 50	
Cohoes, 1's, $5.75; humpbacks, 1's	4 35	
Fruits—		
Lemons	5 00	

SASKATCHEWAN MARKETS.

By Wire.

Regina, May 5.—According to a report just issued by the Department of Agriculture for the Province of Saskatchewan, 85 per cent. of the wheat is in the ground, and seeding operations are progressing favorably. Wheat seeding reached its final stages the end of this week, indicating that the season is from one week to ten days earlier than last year. Most of the reports received by the Department show the seed bed to be in good condition. Slight showers have occurred, which have been of benefit. In some instances wheat is two inches high. Ten per cent. of the oat acreage is now sown.

Eggs are down a little, being from one-half to two-thirds of a cent easier. Sugar dropped 10c on April 24th, and flour went up 10c the same date. Flour is now quoted at $4.05. Butter is a little easier, with creamery at 35c and dairy at 25c. Lard is lower, being quoted:

READERS' SERVICE DEPARTMENT.

Canadian Grocer conducts a Service Department open to all our readers. Special investigations will be made for retailers and advertisers upon request and free of charge. If you are in search of the source of a new foodstuff, or you want to know the agents or manufacturers of any line—foodstuff or equipment—'phone us or drop us a line. The "Readers' Service Department" is at YOUR service.

3's, $8.75; 5's, $8.65; 10's, $8.60; 20's, $2.90.

Evaporated apples are slightly advanced. New pineapples are quoted at $6.50 per case. Apples are higher and almost impossible to obtain. Grapefruit is quoted at $4.25 per case, and celery is 11 cents.

Produce and Provisions—		
Buttery, creamery, per lb.	0 35	
Butter, dairy, No. 1	0 25	
Cheese, per lb., large	0 20½	0 20¾
Eggs, new laids	0 20	
Lard, 3's, per case	8 75	
Lard, 5's, per case	8 65	
Lard, 10's, per case	8 60	
Lard, 20's, each	2 90	
General—		
Beans, Ontario, per bushel	3 90	
Coffee, whole roasted, Rio	0 17	0 17½
Cream of tartar, lb.	0 45	
Cocoanut, lb.	0 19	
Cornmeal, bail	2 70	
Evap. apples, 50's	0 08½	
Flour, 98's	4 05	
Potatoes, Ont., bush.	0 78	
Rolled oats, bail of 80 lbs.	3 50	
Onions, Val.	5 00	
Oysters, per gal.	2 50	
Rice, per cwt.	3 90	
Sugar, standard, grand., per cwt.	7 44	
Sugar, yellow, per cwt.	7 04	
Walnuts, shelled, .41; almonds	0 41	
Canned Goods—		
Apples, gals., case	1 35	
Broken beans, 2's	2 65	
Beans	2 28	
Corn, standard, per 2 dozen	2 28	
Peas, standard, per 2 dozen	2 28	
Plums, Lombard	2 15	2 28
Peaches	3 21	
Strawberries, 4.33; Strawberries	4 73	
Tomatoes, standard, per case	2 15	2 60
Salmon—		
Sockeye, 1's, 4 doz. case	9 85	
Sockeye, ½'s	12 35	
Cohoes, 1's	6 00	
Humpbacks, 1's	4 60	
Fruits and Vegetables—		
Apples, fancy, box	1 75	
Grapefruit, per crate	4 25	
Sweet potatoes, per crate	4 50	
Lemons	4 75	
Oranges	4 25	
Pineapples, case	6 50	
Celery,	0 11	
Dried Fruits—		
Apricots, per lb.	0 12¾	
Currants, per lb.	0 08¾	
Prunes, 70-80, 25's, lb.	0 10½	

NEW BRUNSWICK MARKETS.

By Wire.

St. John, N.B., May 4.—Dealers report that business is fair, although rather quiet, owing to the very bad weather. It has been raining the last ten days, and the roads are in bad condition in the country. There are no price changes of special interest. Pork is firmer, and American is worth $25-28. Market is strong; tendency is to higher quotings. Pork products will probably be affected soon if the present strength continues. Sugar market is unchanged.

Molasses tendency is easier. No price change yet. Dairy products are fairly good except butter, which is particularly scarce, and, therefore, higher in quoting.

Eggs are plentiful. New cheese is lower at 18½-19c.

Produce and Provisions—		
Bacon, breakfast, per lb.	0 20	0 23
Bacon, roll, per lb.	0 17	
Beef, barrel	26 00	27 00
Beef, corned, 1's	2 75	3 35
Pork, American clear, per bbl.	25 00	28 00
Pork, domestic, per bbl.	25 00	27 50
Butter, dairy, per lb.	0 27	0 28
Butter, creamery, per lb.	0 31	0 32
Eggs	0 20	0 21
Lard, compound, per lb.	0 11¼	0 11½
Lard, pure, per lb.	0 13	0 13½
Cheese, new	0 18½	0 19
Flour and Cereals—		
Cornmeal, gran.	5 75	
Cornmeal, ordinary	1 85	
Flour, Manitoba, per bbl.	9 05	
Flour, Ontario	8 50	
Rolled oats, per bbl.	8 00	
Oatmeal, standard, per bbl.	8 50	
Fresh Fruits and Vegetables—		
Lemons, Messina, box	7 60	
Oranges, Val., case	4 00	6 50
Potatoes, bbl.	1 35	1 45
Sugar—		
Standard granulated	6 80	
United Empire	6 70	
Bright yellow	6 60	
No. 1 yellow	6 30	
Paris lumps	7 50	
Lemons, Messina, box		
Beans, hand-picked, bush.	3 45	3 50
Beans, yellow eyes, per bush.	3 70	3 75
Canned pork and beans, per case	2 60	2 90
Molasses, fancy, 44c; Barbadoes	0 39½	0 40
Cream of tartar, per lb., bulk	0 38	0 41
Currants, per lb.	0 08¾	0 09
Rice, per cwt.	4 00	4 25

There's something lacking in the clerk who will stand still and let a woman customer open the door for herself.

One of the surest ways of keeping behind the times is to insist on operating the store without the addition of any modern fixtures.

It will pay the merchant and his clerks to study just as much as it pays the school boy, and the text books of the store are the trade papers.

Strawberries Cheaper: Tomatoes Higher

Quantities of Strawberries Coming in—Asparagus Reduced in Price—Good Business in Pines at Low Levels—Apples and Oranges Firm and Higher.

MONTREAL.

FRUIT.—Strawberries were cheaper again this week, the price on Tuesday being 13c for pint cups. Whereas a week ago the market was easier on lemons, it is much stronger this week, having jumped from $2.50-$2.75 per box of 300 to $3-$3.25—an advance of 50c per box. An important jump took place also in the price of California navel oranges, the price for which is now $3.50 per box for all sizes. The price of Mexican oranges remains the same—$2.25-$2.50. Cocoanuts are reasonable at $5 a sack. Pineapples are down considerably, well colored fruit, sizes 18-24, being quoted at $3 per crate, with the same price for sizes 30-36. Grapefruit and bananas remain about the same.

Apples—		
Baldwins, No. 1, bbl.	....	3 75
Ben Davis, No 1, bbl.	....	4 00
Spies, No. 1, bbl.	....	4 50
Starks, No. 1	....	4 50
Russets, No. 1, bbl.	....	4 50
No. 2 varieties, 50c to $1 less per barrel.		
Bananas, crate	2 00	2 25
Cocoannts, sack	5 00	5 00
Cranberries, bbl.	....	5 00
Grapefruits, case	2 50	2 75
Grapes, Belgium hothouse, lb.	1 00	1 25
Lemons—		
Messina, Verdelli, extra fancy, 300 size	3 00	3 25
Limes, box	....	1 25
Oranges—		
Cal. Navel, 150-176-200-216-250	....	3 50
Cal., 96-100 size box	....	3 50
Mexican, 126-150-176	2 25	2 50
Pineapples, 18-24 and 30-36	....	3 00
Strawberries, per pint cup	....	0 13

VEGETABLES.—Asparagus are coming in from Canadian points, and are bringing 80c and $2 per doz., depending on the size of bunches. The quality is excellent. New beets and carrots are bringing $1.25 to $1.50 per doz. bunches and may be cheaper by the end of this week. Practically no wax or green beans are arriving, the price being too high. Old cabbage is worth $2.50-$3, and is expected to be done soon. New cabbage is down to $3.50 to $4 a crate, more of which is selling the cheaper it gets. Practically no cauliflowers are being offered. Cucumbers sold very well last week, but with the colder weather this week, may not be so much in demand. Celery is getting cheaper, and is very reasonable at $2.50. Head lettuce is down slightly to $2.25 per box, while a big reduction took place in curly lettuce. Mushrooms have advanced to $2.75 per basket. Red onions jumped from $1.75 to $2.75 per bag. Supplies are running low, and they are commencing to sprout after being in stock two days. Spinach is down to $2.25 per bbl., a drop of 75c. Tomatoes are higher—up to $4.75 per crate. Watercress is slightly higher. New potatoes are selling now for $7.50 bbl.

Beets, new, doz.	1 25	1 50
Beets, bag	....	0 40
Beans, wax, basket	8 00	9 00
Beans, green, basket	8 00	9 00
Cabbage, per bbl.	2 50	3 00
Cabbage, red, per bbl.	....	1 50
Cabbage, new, bbl.	3 50	4 00
Carrots, bag	....	0 75
Carrots, new, doz.	1 25	1 50
Cauliflower, Florida-Cal., doz.	....	3 25
Cucumbers, fancy, doz.	1 50	1 75
Celery, Florida	2 50	2 75
Horseradish, lb.	....	0 12½
Head lettuce, per box, 2 doz.	....	2 50
Curly lettuce, per box, 3 to 4 doz.	1 50	1 75
Mushrooms, 4 lbs., basket	....	2 75
Onions—		
Red, 100-lb. bags	1 75	2 00
Parsnips, bag	....	1 25
Parsley, Canadian, doz. bunches	....	0 35
Peppers, green, 3½-qt. basket	0 50	0 60
Potatoes—		
Montreal, bag	....	0 55
Green Mountain	....	0 65
New, bbl.	....	7 50
Potatoes, sweet, Jersey, hpr.	....	2 75
Radishes, doz.	....	0 35
Rhubarb, hothouse, doz.	0 75	1 25
Spinach, American, in bbls.	....	3 00
Turnips, bag	....	0 75
Tomatoes, Florida, crate	....	4 25
Watercress, American, doz.	....	0 90
Watercress, Canadian, doz.	....	0 60

TORONTO.

FRUIT.—General business continues on the up grade. Orders are larger in bulk and more in quantity, and trade compares very favorably with a year ago. Grapes are off the market now. Apples continue firmer and higher, spies selling from $4.50 to $5.50, but in boxes they are easier at $4.75 to $5. There are good apples going at the lower price. Pineapples, though demand is keen, are down a dollar. This is Porto Rico stuff, first class quality, and is coming in very plentifully now. Strawberries are selling well at considerably reduced levels. We quote pints at 13 to 15c, and quart baskets all the way from 23 to 28 cents. Stuff is nice and fresh and moves quickly. Navels are up again. We quote $3.50 as top price for them and understand that lots are getting that figure. Grapefruit at $2.75 to $3 is a good seller. Cocoanuts are offered at $3.75 to $4, which is a trifle easier.

Apples—		
Wagners	....	2 75
Greenings	2 75	3 25
Baldwins	2 50	2 75
Spies	4 50	5 50
Spies, box	1 75	2 00
Seeks	2 25	2 50
Canada Reds	2 50	2 75
No. 2s, 40-50c less.		
Bananas, per bunch	1 40	1 75
Cocoanuts, sack	4 00	4 25
Grapefruit	2 75	3 00
Oranges—		
Florida	2 25	2 50
California navels	2 75	3 50
Lemons, Messinas	3 00	3 50
Lemons, California	3 00	3 50
Limes, per 100	....	1 25
Pears—		
California, box	....	3 25
Canadian, late varieties	0 25	0 30
Pineapples, Porto Rico, case	3 25	3 75
Strawberries, qt. box	0 23	0 23
Strawberries, pt. box	0 13	0 15

VEGETABLES.—Asparagus is coming in in quantities now and price is lower. We quote $1.75 to $2 for fine asparagus. Case stuff is 'way down at $2 a case. California celery is pretty well off now. There isn't much around but Florida stuff at $2 to $2.25 is lower and a good seller at that. Watercress sells for anything from fifty cents to a dollar. The very best fetches top price, though a lot of good stuff sells for 50 cents. Florida tomatoes are up to $5 outside price, which is 50 cents better than a week ago. Hothouse rhubarb is down to 60c-75c. There is some nice outside-grown stuff at 25 to 30 cents. Potatoes are firm at 60 to 70 cents. New Florida and Bermuda stuff proves a good seller to high-class trade at $3.75 and $4 respectively. Root stuff, carrots, turnips and so on, is slow; general business continues good. Cabbage, potatoes and onions seem to have benefited by the cold snap which set in again.

Asparagus, Canadian	1 75	2 00
Asparagus, case	....	2 00
Beets, Canadian, bag	0 30	0 40
Beets, American	....	0 75
Cabbage, Canadian, dozen	0 50	0 75
Cabbage, new, doz.	....	1 50
Carrots, bag	0 50	0 75
Carrots, American	....	0 15
Citrons, doz.	....	0 45
Cucumbers—		
Slicing, hothouse	2 25	2 75
Crate	4 00	4 50
Celery, California, case	5 00	6 00
Celery, Florida	2 00	2 25
Mushrooms, per lb.	0 50	0 70
Water cress, 11-qt. basket	....	1 00
Onions—		
Spanish, big crate	4 25	4 50
Can., 75-lb. bags	1 25	1 50
Can., 100-lb. sacks	2 50	2 75
Green peppers, basket	....	0 75
Potatoes, Delaware	0 65	0 70
Potatoes, Canadian, bag	0 60	0 65
Potatoes, Florida, new, bush.	....	3 75
Potatoes, new, Bermudas	....	4 00
Parsley, basket, 11-qt.	0 30	0 35
Parsley, American	....	0 75
Pumpkins	0 10	0 20
Tomatoes, hothouse, lb.	0 25	0 30
Tomatoes, Florida, crate	4 50	5 00
Turnips, bag	....	0 30

(Continued on page 45.)

Serious Situation in Lobsters

Plethora of Live and Boiled on the Market—Prices 'Way Down—No Export of Canned Stuff —Fish Business Better—Trout and Whitefish in Demand.

MONTREAL.

FISH AND OYSTERS.—Trade is picking up as the season advances, and prospects are for as large a demand as ever for the coming summer months. Prices as a rule are comparatively low, so that fish food for this and other reasons, should be very popular from now on. All kinds of sea fish, such as halibut, salmon, haddock, codfish, lobster, are in good supply this week. Lake fish, such as trout and whitefish and pike, are coming in in larger quantities, with prices tending lower. River fish is not so plentiful due to exceptionally low water at this time of the year. Brook trout opened up early this week, and prices are a little lower than last year. The opening price in 1914 was 30c; this year it is 26c. Lake trout and whitefish are down this week to 12-13c, which is drop in a week of 2c. The demand for all lines of pickled, salted, dried, preserved fish is quiet. The situation for boiled and live lobsters is getting more serious every day. Something like 12,000 crates, or about 150,000 lobsters, were received in Boston on Saturday last, which it is estimated here, would mean a loss to shippers of around $30,000. On account of the foreign market being closed to canned lobsters and last year's pack not being yet disposed of, packers this year are not disposed to go into the business, and as a consequence, the market is crowded with live and boiled lobsters. The prospects are that prices this year will touch the lowest level for many years past. This week's quotations are for live medium, 15c lb., and for boiled, all sizes, 12-14c per lb. In ordinary years it takes until the middle of June before the price gets as low as that. At these prices the demand is very good.

TORONTO.

FISH AND OYSTERS. — The low levels compared with those which obtained last spring are in the main responsible for the good trade which is the portion of the fish men at present. Fresh fish from lake, river and sea are all moving well, and at advantageous prices. Trout and whitefish continue big sellers on this market. Hotel trade in whitefish is markedly ahead of last year. We quote 14 to 15 cents a pound to the trade. Pike at anywhere from 7 to 10 cents is getting the business. Trout is plentiful now. Price is still 13c and we don't imagine it will get much lower. It commenced the season lower than the Montreal price. Demand is brisk right along for this fish and supplies are increasingly large. Sea stuff gets its ordinary quota of business, and more. Steelhead salmon is a good seller. Halibut at 9 cents is easier in tone, and next week may see a drop. Haddock is getting a big trade right along. Cod and mackerel in lesser proportion are selling. All lines of smoked and shell fish have a limited call. Winkles, little-necks and so forth are getting their accustomed share, but it is not an all-round business. Oysters are more or less dead. Lobster, which is very plentiful, finds ready sale at anywhere from 25 to 35c a pound.

SMOKED FISH.

	Montreal	Toronto
Haddies, per lb., new cured	.07-.08	.10-.12
Haddies, 15-lb. and 30-lb. boxes, lb.	.07-.07½	.10-.12
Haddies, fillets; per lb.	.08	.12
Haddies, Niobe, boneless, per lb.	.08½	...
Herring, Ciscoe, per lb.	.10	.10
St. John bloaters, 100 in box	110	1.20
Yarmouth bloaters, 60 in box	1.20	1.27
Smoked herrings, medium, box	.20	...
Smoked boneless herrings, 10-lb. box	1.10	...
Kippered herrings, selected, 60 in box	1.50	1.25-1.60
Smoked salmon, per lb.	.25	.23
Smoked halibut	...	.20

FROZEN FISH—SEA FISH.

	Montreal	Toronto
Salmon—		
Gaspe, large, per lb.	.15	.21
Red, steel heads, per lb.	.12	.12-.13
Red, sockeyes, per lb.	.12	.10
Red, Coboes or silvers, per lb.	.08-.08½	.10
Pale, qualla, dressed, per lb.	.07-.07½	.07½-.08
Halibut, white western, large and medium, per lb.	.08-.08½	.09
Halibut, eastern chicken, per lb.	.08½-.09	.10
Mackerel, bloater, per lb.	.07¼-.08	.09
Haddock, medium and large, lb.	.03½-.04	.10-.12
Market codfish, per lb.	.03¼	.04
Steak codfish, per lb.	.04-.04½	.10
Canadian soles, per lb.	.06	...
Blue fish, per lb.	.15-.16	...
Smelts	.09	.18-.20
Herrings, per 100 count	3 00	....
Round pike	.05-.5½	....
Grass pike	.06	.06½

DRIED AND PREPARED FISH.

Dried codfish, medium and small, 100 lb.	7 00	7 50
Dried bske, medium and large, 100 lb.	6 00	....
Dried pollock, medium and large, 100 lb.	6 00	....
Dressed or skinless codfish, 100-lb. case	7 25	8 00
Boneless codfish, 2-lb. blocks, 20-lb. bxs., per lb.	0 08	0 08
Boneless codfish, 2-lb. blocks, 20-lb. bxs., per lb.	0 07	0 07
Boneless codfish, strips, 20-lb. boxes	0 12	0 10
Sbredded codfisb, 12-lb. boxes, 24 cartons, a box	1 80	1 80
Boneless codfish, in 2-lb. and 3-lb. boxes	0 15	0 15

BULK OYSTERS, CLAMS, ETC.

Standard, solid meats, gal.	1 70	1 75
Standard, bulk, gal.	1 48	1 48
Selects, per gal., solid meat	2 00	2 50
Best clams, imp. gallon	1 50	....
Best scollops, imp. gallon	2 00	2 25
Best prawns, imp. gallon	2 25	....
Best shrimps, imp. gallon	2 25	....
Sealed, best standards, qt. cans, each	0 40	....
Sealed, best select, quart cans, each	0 50	....

CLAMS, MUSSELS AND SHELL FISH, CRUSTACEANS, ETC.

Cape Cod shell oysters, per bbl.	8 00	....
Canadian cultivated oysters, bbl.	9 00	10 00
Clams, per bbl.	6 00	8 00
Live lobsters, small, lb.	0 15	0 35
Live lobsters, medium and large, lb.	0 18	....
Live lobsters, medium and large	0 18	....
Winkles, busb.	2 00	2 60
Little necks, per 100	1 25	1 50

FRESH SEA FISH.

	Montreal	Toronto
Halibut	11 —12	0 12
Haddock, fancy, express, lb.	5 — 6	0 08
Steak, cod, fancy express, lb.	7 — 7½	0 10
Herrings, Gaspereaux	2	....
Flounders	6	0 14
Salmon, Western	0 20	0 25
Salmon, Eastern	0 50	....

FRESH LAKE FISH.

Carp, lb.	0 07	....
Pike, lb.	0 06	0 10
Brook Trout	0 26	0 28
Perch, lb.	0 06	0 10
Suckers, lb.	0 05	0 0-
Whitefish, lb.	0 14	0 15
Herrings, lb.	0 13	0 10
Lake trout, lb.	0 12	0 13
Dressed bullbeads	0 10	....

FROZEN—LAKE AND RIVER.

White fisb, large, per lb.	.08¼-.09	.09
White fisb, small tulibees, per lb.	.05½-.06	.07
Lake trout, large and medium, lb.	.09	.12
Dore, dress or round, lb.	.08	.09-.10
Pike, dressed and beadless, lb.	.06-.06½	.07
Pike, round, per lb.	.05½-.06	.06-.07

PICKLED FISH.

Salmon, Labrador, tierces, 300 lb.	20 00	....
Salmon, Labrador, bbls., 200 lbs.	14 00	....
Salmon, Labrador, half bbls., 100 lbs.	7 50	....
Salmon, B.C., bbls.	13 00	14 00
Sea trout, Baffin's Bay, bbls., 200 lb.	12 00	....
Sea trout, Labrador, bbls., 200 lb.	12 00	....
Sea trout, Labrador, half bbls., 200 lb.	6 50	6 50
Mackerel, N.S., bbls., 200 lb.	12 00	....
Mackerel, N.S., half bbls., 100 lb.	7 00	....
Mackerel, N.S., pails, 20 lbs.	1 75	2 00
Herrings, Labrador, bbls.	6 00	6 25
Herrings, Labrador, half bbls.	3 25	3 25
Lake trout, 100-lb. kegs	6 00	6 00
Quebec sardines, bbls.	6 00	....
Quebec sardines, half bbls.	3 50	....
Tongues and sounds, per lb.	0 07½	....
Scotch berrings, imported, half bbls.	8 00	....
Holland herrings, imp'ted milkers, bf bbls	8 00	....
Holland herrings, imp'ted milkers, kegs.	0 95	0 75-1 00
Holland herrings, mixed, half bbls.	7 00	....
Holland herrings, mixed, kegs	0 85	0 70-0 95
Lochfyne berrings, box	1 35	....
Turbot, bbl.	14 00	....
Green cod, No. 1, bbl.	10 00	10 00
Green cod, No. 2, bbl.	8 50	8 50

WINNIPEG.

FISH.—The arrival of fresh trout from Lake Superior has featured the trade of the week. This is being quoted at 12½c, and for it there is a very heavy demand. Fresh halibut, salmon and cod from the coast is also moving very well at the prices quoted last week. On the whole, trade is satisfactory.

(Continued on page 45.)

Eggs Firmer: Butter Lower

Provisions Still Firm — Pork Products High — Butter Prices Easier — New Cheese Slow in Coming—Little Live Poultry to be Had—Heavier Storage Demand for Eggs.

MONTREAL.

PROVISIONS.—There is a good demand for smoked and cooked meats. There are no new developments, prices for all lines being well maintained. The cooler weather of the past two days is not helping this business any, but as soon as the warm weather returns, things should pick up again.

Hams—	
Small, per lb.	0 18
Medium, per lb.	0 17½
Large, per lb.	0 16
Backs—	
Plain, bone in	0 21
Boneless	0 24
Peameal	0 24
Bacon—	
Breakfast, per lb.	0 20
Roll	0 16
Shoulders, bone in	0 14
Shoulders, boneless	0 15
Cooked Meats—	
Hams, boiled, per lb.	0 26
Hams, roast, per lb.	0 28
Shoulders, boiled	0 25
Shoulders, roasted	0 26
Dry Salt Meats—	
Long clear bacon, 50-70 lbs.	0 15½
Long clear bacon, 80-100 lbs.	0 14½
Flanks, bone in, not smoked	0 15½
Barrelled Pork—	Per bbl.
Heavy short cut mess	26 00
Heavy short cut clear	26 00
Clear fat backs	29 00
Clear pork	27 00
Lard, Pure—	
Tierces, 350 lbs. net	0 12¼
Tubs, 50 lbs., net	0 13
Boxes, 50 lbs., net	0 12½
Pails, wood, 20 lbs., gross	0 12¾
Pails, tin, 20 lbs., gross	0 12¾
Cases, 10 lbs. tins, 60 in case	0 13
Cases, 3 and 5-lb. tins, 60 in case	0 14¼
Bricks, 1 lb., each	0 14¾
Lard, Compound—	
Tierces, 375 lbs., net	0 09¾ 0 10
Tubs, 50 lbs., net	0 10½
Boxes, 50 lbs., net	0 10¾
Pails, wood, 20 lbs., net	0 10¾
Pails, tin, 20 lbs., gross	0 10¾
Cases, 10-lb. tins, 60 in case	0 11½
Cases, 3 and 5-lb. tins, 60 in case	0 11½
Bricks, 1 lb., each	0 12½
Hogs—	
Dressed, abattoir killed	12 75 13 25

BUTTER.—The market is decidedly easier. It sold at Cowansville on Saturday last for 28¾c, and at St. Hyacinthe for 29½c. Prospects for pasture are excellent, and it only needs sunshine to send things along. No Chicago butter remains, and it is selling to-day for 32c, which price is down a cent.

Butter—	
Finest creamery	0 32
Dairy prints	0 27
Dairy, solids	0 25
Separator prints	0 25
Bakers'	0 23

CHEESE.—Several cheese markets have opened. At Cornwall last Friday, 16¾c to 17c was asked for new make, and at St. Hyacinthe 16c. Old cheese is practically cleaned up, so that there is a good demand for the new. Prices will be fairly high at the start, and it will take a big bunch of cheese to knock the market down—but it will come down. Prices are unchanged, being 18-19c.

Cheese—	
Old make	0 18 0 19
New make,	0 17½ 0 18
Old specials, per lb.	0 20
Stilton	0 19 0 20

EGGS.—Market considerably weaker, prices in the country being 19c to the stores. Stocks in Montreal for April 30 were 42,590 cases, and last year for the same date were 32,050, which is an increase of 25 per cent. Chicago and New York markets are flooded, their receipts amounting to 485,000 cases, prices being down 2c per dozen. Last year in May the receipts here were fully 25 per cent. heavier than in April, and it looks as if they would be heavier this year. No. 1's are quoted this week at 22-23c, which is not much of a change, but the market is decidedly easier, especially for storage.

Eggs, case lots—	
Stamped	0 24
Selects	0 23
No. 1's	0 22

POULTRY.—A local firm has received two cars of dressed chicken, for which they are getting 23c. These run to 4 lbs. and over. Fowl weighing 5 lbs. are bringing 20c dressed. Between 4 and 5 lbs. they bring 18c to 19c, and 16c for under 4 lbs. Live fowl are selling for 19c, 4-5 lbs. The demand for turkeys is quiet. One wholesale firm reports an excellent month in April, their business being 65,000 lbs. ahead of the same month a year ago, and mostly on good stuff. American squabs are bringing $4.50 per dozen, and there is difficulty getting them on account of an embargo on frozen poultry since August. Canadian squabs are worth 50-60c.

Fresh Stock—	Live.	Dressed.
Fowl, 5 lbs. and over	19	20
Fowl, small	16	14—16
Spring chicken	.....	23—25
Turkeys, fancy	.....	20—25
Ducks	22—24	16—18
Geese	10—13	15
Pigeons, pair	.....	30—35
Squab pigeons, pair	.....	50—60

TORONTO.

PROVISIONS.—Hams, in medium, are slightly higher, and we quote 17c to 17½c, though large are half a cent down. Breakfast bacon is very slightly easier this week. Lard in pure remains firm; compound not so firm. All pork products are very strong, and market tone displays unusual strength. Hogs are firm and high.

Hams—	
Light, per lb.	0 17½ 0 18
Medium, per lb.	0 17 0 17½
Large, per lb.	0 14½ 0 15
Backs—	
Plain, per lb.	0 20 0 21
Boneless, per lb.	0 23 0 24
Pea meal, per lb.	0 24 0 24
Bacon—	
Breakfast, per lb.	0 18 0 22
Roll, per lb.	0 14 0 15
Shoulders, per lb.	0 13½ 0 14½
Pickled meats—1c less than smoked.	
Dry Salt Meats—	
Long clear bacon, light	0 13½ 0 14
Cooked Meats—	
Hams, boiled, per lb.	0 23 0 24
Hams, roast, per lb.	0 24 0 25
Shoulders, boiled, per lb.	0 21 0 22
Shoulders, roast, per lb.	0 21 0 22
Barrelled Pork—	
Heavy mess pork, per bbl.	25 00 26 00
Short cut, per bbl.	26 00 27 00
Lard, Pure—	
Tierces, 400 lbs., per lb.	0 11¼ 0 11¾
Tubs, 60 lbs.	0 12 0 13¼
Pails	0 12¼ 0 12¾
Tins, 3 and 5 lbs., per lb.	0 13 0 13¼
Bricks, 1 lb., per lb.	0 13¼ 0 13¾
Lard, Compound—	
Tierces, 400 lbs., per lb.	0 09 0 09½
Tubs, 50 lbs., per lb.	0 09¾ 0 10
Pails, 20 lbs., per lb.	0 10 0 10¼
Hogs—	
F.O.B., live, per cwt.	7 45
Live, fed and watered, per cwt.	7 75
Dressed, per cwt.	10 00 10 50

BUTTER.—There is virtually nothing in the way of price changes this week, though creamery fresh made is a little closer in range, and we quote 32c to 34c on this. The tendency is toward easiness. Market values have been held high; the early clean-up in storage and exports to England having been bull factors. Supplies are coming in right along now, however, as pastures are early this spring, and flow of milk is increasing considerably. Shortage of feed as a reason for poor milk seems to have disappeared, and the new stuff is coming in plentifully enough now.

Butter—	
Creamery prints, fresh made	0 32 0 34
Creamery prints, storage	0 31 0 33
Separator prints	0 27 0 28
Dairy prints, choice	0 26 0 27
Dairy, solids	0 22 0 24
Bakers	0 22 0 23

CHEESE.—Old cheese, what there is of it, is very firmly held and prices keep up around the 19c level, with 19½c for an outside price. Prices on new stuff are higher this week by a half to three-quarters of a cent, because supplies are not coming in as was expected. High prices and cheese have been synonymous for so long now that buyers wonder what low prices will look like.

Cheese—	
Old, large	0 19 0 19½
Old, twins	0 19¼ 0 19¾
New, twins	0 18¾ 0 17¾
New, large	0 18 0 17½

EGGS.—Demand for storage purposes continues to be heavy, and we quote our prices on new-laids a cent higher than last week. Supplies of new-laids are very good, but the heavy call for storage, notwithstanding the earliness of the season for so doing, is firming up the market temporarily at any rate. As we pointed out, it is somewhat of a gamble. It is said that there is a good deal of speculative buying in the country.

Eggs—		
New laid, in cartons	0 24	0 25
New laid	0 22	0 23
Cracked, eggs	0 18	0 19

POULTRY.—Fresh stuff is conspicuous by its absence. There is hardly any at all, and frozen is getting the business from an unusually good demand. Fowl is worth around 10 to 11 cents, and chicken 11 to 13 cents. Some fancy prices are being paid, we hear, but prices on poultry just now are a matter for a man's conscience. There is a great disparity between live and dressed stuff.

Fresh Stock.	Live.	Dressed.
Chickens	0 11—0 13	0 17—0 20
Fowl	0 10—0 11	0 14—0 16
Ducks	0 10—0 12	0 16—0 18
Turkeys	0 13—0 15	0 20—0 28

WINNIPEG.

PRODUCE.—The market is without any feature this week, except that the general tone continues strong, with the one exception of eggs. Lard is firm at the old quotations. It does not seem that an advance may be expected immediately. On the other hand, there is no apparent likelihood of a decline.

Cured Meats—	
Hams, per lb.	0 20
Shoulders, per lb.	0 15
Bacon, per lb.	0 25
Long clear, D.S., per lb.	0 14
Mess pork, bbl.	21 00
Lard—	
Tierces	13 00
Tubs	7 95
Pails	2 73
Cases, 5s	8 32
Cases, 3s	8 40

BUTTER.—While there is certain to be a drop in prices here within the next few weeks, the change has not come yet. Undoubtedly more milk is beginning to go to the creameries, and as soon as this assumes a large volume, a drop may be expected.

Butter—		
Creamery, Manitoba		0 35
Dairy	0 27	0 31
Cooking	0 22	0 23
Bricks, 1 lb., per lb.	0 13	0 13¼

CHEESE.—Much the same state of affairs exists here as is seen in regard to butter. The cheese factories are getting busier all the time, and it is very likely that there will shortly be a decline.

Cheese—	
New, large	0 20
New, twins	0 20½ 0 21

EGGS.—Supplies being received are fully up to expectations, and as a result there is no upward movement to the market—at least none of any account. Generally eggs are now quoted at from 17½c to 18c. Something around this price is expected to obtain until summer.

Eggs, new laid, doz.	0 17½ 0 18

POULTRY.—Still there is a good demand for this line, and prices are holding firm.

Fresh Stock—		
Turkeys, per lb.	0 18	0 25
Ducks, per lb.	0 10	0 16
Chickens, per lb.	0 15	0 25
Geese, per lb.	0 15	0 17

FISH AND OYSTERS.

(Continued from page 43.)

Fish—	
New fresh jackfish	0 03¾
New tulibees	0 06
Fresh whitefish	0 08
Fresh pickerel	0 07½
Fresh trout	0 12½
Gold eyes	0 03½
Halibut	0 09
Frozen halibut	0 09
Salmon	0 16
Frozen salmon	0 10
Fresh cod	0 10
Fresh smelts	0 11
Oysters, per gal., Imperial	2 90
Carriers (4¼ Imperial gal.)	10 75
Shell oysters, per cwt.	1 75 1 85
Shell oysters, per bbl.	17 00
Haddies	0 09
Haddies, fillets	0 12½
Bloaters, box	1 50
Kippers, per box	1 75
Ocean herring, lb.	0 06

FRUIT AND VEGETABLES.

(Cintinued from page 42.)

Lettuce, leaf	0 20	0 30
Lettuce, Boston, head, small	2 50	2 75
Parsnips, Canadian, bag	0 55	0 65
Persimmons, California, crate		2 50
Pommegranates, doz.		0 75
Pommegranates, crate	3 00	3 25
Rhubarb, hothouse	0 60	0 75
Rhubarb, outside	0 25	0 30
Spinach, bushel		1 00

WINNIPEG.

FRUIT AND VEGETABLES.—A growing demand for practically all fruit lines is noted. The feature of this week is the continued upward movement of lemons. From $4.25 Californias have now moved to $5. They are, of course, being brought in in iced cars. It seems quite certain that the price will continue to go up, largely because of the greatly increased demand. Strawberries are practically all coming in by car express now, and are selling at $5 per crate—there is a very good demand. Cherries have been received on the local market this week, coming in from California by express. They are selling at $3.50 per 10-lb. box, and at this price the demand is limited. Pineapples are down since last week. Now they are coming in car loads and are selling at $5 per case.

Apples—	
Washington	1 60
B. C., box apples	1 50
Bananas, lb.	0 04½
Cranberries, case	2 75
Cocoanuts, doz.	1 00
Grape fruit	3 25 4 00
Lemons—	
California	5 00
Oranges, California Navels	3 50
Pineapples, per case	6 30
Strawberries—	
Car express, per crate	5 00

VEGETABLES.—The demand for all lines of vegetables has increased greatly. For the new goods, which came on the market for the first time last week, there is a steady call. No changes in price have been struck there as yet. A feature is still the scarcity of onions, for which there is a very big demand. One car, which came on the market this week, was sold out before its arrival. Some supplies are coming, but they are not nearly equal to the demand.

Asparagus—	
Washington, per case (about 20 lbs.)	2 50
California, per case (about 25-35 lbs.)	5 00
Celery, Florida (about 4 doz. to case)	4 00
Texas cabbages	0 04½
Cauliflour, per doz.	2 00
Head lettuce, California, per doz.	1 00
Leaf lettuce, doz.	0 40
Onions—	
Oregon, 100-lb. sacks	3 25
Potatoes, new, Louisiana, per lb.	0 08
Parsley, per doz. bunches	0 40 0 50
Rhubarb, Washington, 40-lb. crate	2 00
Sweet potatoes, per lb.	0 06
Spinach, Washington, 20-lb. crate	1 75
Tomatoes, Florida, per case	6 00
Honey, comb, per case (24 sections)	5 50
Green peas, California, per lb.	0 15
Carrots and beets, California, doz. bchs.	1 00

WHOLESALERS AND RETAILERS MEET.

St. John, N.B., May 1.—(Special to Canadian Grocer.)—A committee, representing the Wholesale Grocers, met a committee of the Retail Grocers' Section of the Retail Merchants' Association, in the board rooms of the latter, on April 27th, when several important matters were taken up. One question was how to deal with the great evil of severe price-cutting in the retail trade. It was the unanimous opinion of the meeting that severe price-cutting was an evil that should not be countenanced by any class of trade. An agreement has been reached by both committees to prevent this evil, which will be reported back to the different organizations.

The Retail Grocers' Section meets the first Monday in each month. At the next meeting on Monday, May 3rd, this question will be placed before the meeting. What should be done with manufacturers' products, which were being used by price-cutters to secure business, was another question, and the opinion of the joint committee was that manufacturers of these lines should be approached immediately, and if they do not see fit to market their goods through legitimate channels and to discontinue selling to price cutters, the retail trade will discontinue placing their goods on the market. This is another question which will be referred to in the general meeting of the grocers.

From present indications it looks as if there will be a large and representative meeting of the grocers on Monday evening, particulars of which will be forwarded for next week's issue.

UNITED CIGAR STORES.

George J. Whalen, founder of the United Cigar Stores Co., retired the other day on the occasion of his 50th birthday from active participation in the affairs of the cigar stores and the other enterprises with whose success he has been so intimately associated. Speaking of the future he expressed the belief that the retail tobacco trade of the country could be increased to a billion dollars a year with enough for everybody if it had a constructive organization equal to that in other lines of endeavor. "At present," said Mr. Whalen, "there is too much fault-finding and too little helpful co-operation."

Flour Prices Firm: Mill Feeds Steady

No Change in Flour Levels—Tendency is Toward Higher Prices—Wheat Slightly Lower in Chicago—Cereal Business Dull—Toronto Reports Good Demand in Mill Feeds.

MONTREAL.

FLOUR.—Prices on both Ontario and Manitobas remain nominal, and the trade is still buying from hand-to-mouth. The market is steady and firm. While prices on Manitobas have been raised recently, it is understood that sales are being made at lower than current quotations. There is some export business going on, but this is almost impossible at present prices. Yet flour men are living in hopes, believing that prices will be all right, and that the demand will come as soon as dealers have sold out their present stocks. Millers all over Ontario report that the wheat crop this year, if nothing happens until it is harvested, will he a bumper one. Fields, which in former years were patchy, having been frozen out, have come through perfectly. The weather has been cold lately, having dropped to 40 degrees; should it go any lower, it might affect the winter wheat crop.

Manitoba Wheat Flour—	Per bbl. of 2 bags
First patents	8 20
Second patents	7 70
Strong bakers	7 50
Flour in cotton sacks, 10 cents per barrel more.	

Winter Wheat Flour—	Car lots.	Small lots.
Fancy patents	7 55	7 75
90 per cent., in wood	7 00	7 25
90 per cent., in bags	3 00	3 25

CEREALS.—Buying of rolled oats and of most cereals is only hand-to-mouth, dealers buying only as they require it. Prices on rolled oats are pretty well maintained.

Cornmeal—	Per 98-lb. sack
Gold dust	2 50 2 55
Unbolted	2 25
Rolled Oats—	90's in jute.
Small lots	3 45
25 bags or more	3 40
Packages, case	4 75
Rolled oats in cotton sacks, 5 cents more.	
Oatmeal—fine, standard and granulated, 10 per cent. over rolled oats in 90s, in jute.	

Rolled Wheat—	100-lb. bbls.
Small lots	3 90
Hominy, per 98-lb. sack	2 75
Corn flour, bag	3 05
Rye flour, bag	3 30
Barley, pot	2 70 2 75

FEEDS.—About the same condition exists in this market as in flour. The demand is only from hand-to-mouth, the amount of business done being very small. There is a steady feeling on all lines, bran and shorts still being quoted at $26 and $28. The consumption is expected to fall off considerably within the next week on account of the approach of warmer weather.

Mill Feeds—	Per ton
Bran	26 00
Shorts	28 00
Middlings	30 00
Wheat moulee	38 00
Feed flour, bag	2 56
Mixed chops, ton	41 00
Crushed oats, ton	43 00
Barley, pot, 98 lbs.	2 85
Oats, chop, ton	43 00
Barley chop, ton	37 00
Feed oats, cleaned, Manitoba, bush.	0 76
Feed wheat, bag	2 35

TORONTO.

FLOUR AND CEREALS.—Market remains firm at prices which obtained last week. There is no advance, though the tone is strong, and flour prices are still below the wheat market. May wheat in Chicago, at this writing, is down a couple of cents from last week, and the general situation is a trifle easier. Export business in flour is good, particularly Manitoba flour. Ontario winter wheat is quieter. Domestic demand is not up to much yet, though there is a slight improvement over two or three weeks ago. A rumor, which had the effect of slightly weakening the market tone here, was to the effect that the Government had passed an Order-in-Council prohibiting exports of wheat, flour and some other foodstuffs to any country except Great Britain. This has neither been confirmed or denied, and we give it for what it is worth. Demand for Manitoba flour in Canada is noticeably picking up. Winter wheat remains quiet.

Manitoba Wheat Flour—	Small lots. per bbl.	Car lots. per bbl.
First patents	8 30	8 10
Second patents	7 80	7 60
Strong bakers	7 60	7 50
Flour in cotton sacks, 10c per bbl. more.		

Winter Wheat Flour—	Small lots. per bbl.	Car lots. per bbl.
Fancy patents	7 40	7 [illegible]
90 per cent.	7 [illegible]	[illegible]
Straight roller	7 00	6 80
Blended flour	7 00	7 00

CEREALS.—Market is dull all round, and more or less without feature, except it be the demand for split peas, which keeps up. They are very scarce, and prices have firmed up. Rolled oats are easy. Barley has a fair call at ruling prices.

Barley, pearl, 98 lbs.	....	5 00
Buckwheat grits, 98 lbs.	4 25	4 50
Corn flour, 98 lbs.	3 00	3 20
Cornmeal, yellow, 98 lbs.	2 25	2 40
Graham flour, 98 lbs.	3 70	3 80
Hominy, granulated, 98 lbs.	....	3 00
Hominy, pearl, 98 lbs.	....	3 00
Oatmeal, standard, 98 lbs.	....	3 92½
Oatmeal, granulated, 98 lbs.	....	3 92½
Peas, Canadian, boiling, bush.	2 80	2 90
Peas, split, 98 lbs.	....	5 25
Rolled oats, 90-lb. bags	3 35	3 55
Rolled wheat, 100-lb. bbl.	3 85	4 00
Rye flour, 98 lbs.	3 10	3 25
Whole wheat flour, 98 lbs.	3 75	3 80
Wheatlets, 98 lbs.	4 00	4 15

MILL FEEDS.—There is good business still to be had in most lines. The warmer weather has been delayed, and that has helped some. There is said to be considerable export business in mill feeds. Bran is very firm.

Mill Feeds—	Mixed cars, per ton	
Bran	26 00	27 00
Shorts	28 00	29 00
Middlings	30 00	32 00
Wheat moulee	....	30 00
Feed flour, per bag	1 85	1 90
Oats—		
No. 3, Ontario, outside points	0 55	0 61
No. 3, C.W., bay ports	....	0 67

WINNIPEG.

FLOUR AND CEREAL.—Great uncertainty is felt as to the future of this market. The higher prices struck last week, following the advance of wheat, still hold. At the present time, however, the wheat market is unsteady. It is quite evident that some jockeying is going on. If the very high prices which have been touched in the last day or two continue, a still further advance in flour appears almost certain. On the other hand, wheat may drop, in which case a decline in flour may come. It seems hard to estimate what is going to happen. Some well informed men indicate their belief that the quotations as they now are made will hold for some little time.

Manitoba Wheat Flour—	Per bbl.
Best patents	7 90
Second patents	7 60
Low grades	5 60
Rolled oats, 80's	[illegible]
Standard oatmeal, 96 lbs.	6 15
Cornmeal, 98's	3 50

The customer who goes away feeling good goes away to return another day and pay you another profit.

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They have the same quality and flavor as

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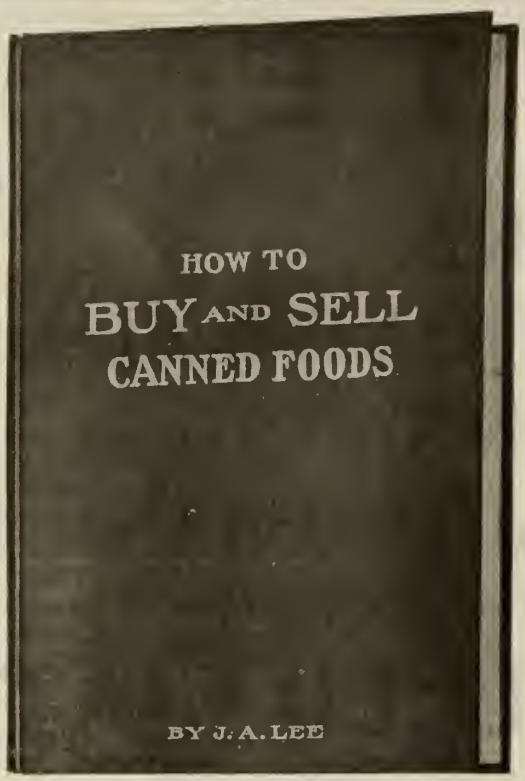
Canadian Cereal and Flour Mills, Limited, Toronto



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8 oz. Tins, 4 doz. to case, weight 35 lbs.	1 30
12 oz. Tins, 4 doz. to case, weight 48 lbs.	1 60
16 oz. Tins, 4 doz. to case, weight 70 lbs.	2 25
3 lb. Tins, 2 doz. to case, weight 85 lbs.	5 00
5 lb. Tins, 1 doz. to case, weight 80 lbs.	9 50

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No. 2 (10c size), 6 doz. cs.	0 80
No. 2 (10c size), 3 doz. cs.	0 85
No. 3 (5c size), 4 doz. cs.	0 45

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4-oz.	1.40	1.35
6-oz.	1.95	1.90
8-oz.	2.55	2.50
12-oz.	3.85	3.75
16-oz.	4.90	4.80
2½-lb.	11.60	11.35
3-lb.	13.60	13.35
5-lb.	22.35	21.00

Barrels—when packed in barrels one per cent. discount will be allowed.

FOREST CITY BAKING POWDER.

6-oz. tins	$0 75
12-oz. tins	1 25
16-oz. tins	1 75

BLUE.

Keen's Oxford, per lb.	$0 17
In 10-lb. lots or case	0 16

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Buckwheat Flour (Self-rising), 3 doz. to case, weight 70 lbs	3 00
Pancake Flour (Self-rising), 3 doz. to case, weight 70 lbs.	3 00
Breakfast Food, 2 doz. to case, weight 85 lbs.	4 50
King's Food, 2 doz. to case, weight 95 lbs.	5 50
Wheat Kernels, 2 doz. to case, weight 65 lbs.	3 75
Barley Crisps, 3 doz. to case, weight 50 lbs.	3 00
Flaked Rice, 3 doz. to case, weight 50 lbs.	3 00
Flaked Peas, 3 doz. to case, weight 50 lbs.	3 60

DOMINION CANNERS, LIMITED.

Aylmer Pure Jams, 16 oz. Jars.

	Per doz.
Strawberry, 1914 pack	$2 20
Raspberry, red, heavy syrup	2 10
Black Currant	2 10
Red Currant	2 10
Peaches	2 10
Pear, Bart.	2 10

Aylmer Pure Jellies.

Red Currant	2 10
Black Currant	2 10
Crabapple	1 45
Raspberry and red currant	2 10
Raspberry and gooseberry	2 10
Plum jam	1 85
Green Gage plum stoneless	1 85
Gooseberry	1 85
Grape	1 85

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Pineapple	1 90
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Strawberry	0 14
Raspberry	0 14

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Perfection, ½-lb. tins, doz.	2 40
Perfection, ¼-lb. tins, doz.	1 25
Perfection, 10c size, doz.	0 90
Perfection, 5-lb. tins, per lb.	0 35
Soluble bulk, No. 1, lb.	0 20
Soluble bulk, No. 2, lb.	0 18
London Pearl, per lb.	0 22

Special quotations for Cocoa in barrels, kegs, etc.

(Unsweetened Chocolate).

Supreme chocolate, ½'s, 12-lb. boxes, per lb.	0-35
Perfection chocolate, 20c size, 2 doz. in box, doz.	1 80
Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz.	0 90
Sweet Chocolate—	Per lb.
Queen's Dessert, ¼'s and ½'s, 12-lb. boxes	0 40
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, ¼-lb., 6 and 12-lb. boxes	0 35

ALL ROADS LEAD TO

Royal Baking Powder

The grocer whose stock consists of well-known high-grade articles, such as **Royal Baking Powder,** attracts to his store the best class of customers—people who have been trained **by advertising** to **buy articles of good quality.**

Royal Baking Powder appeals to good customers because it is made of Cream of Tartar ; they know it is absolutely pure and the best baking powder that can be produced.

Royal Baking Powder will **pay** you **more** in the long run than any other baking powder.

ROYAL BAKING POWDER COMPANY, NEW YORK

All Canada is Aglow with the Made-in-Canada Fever

How is it Affecting You?

This idea is gathering momentum daily and the grocer who makes the best of it is the one who will win out with a full cash drawer and a growing business.

The five Made-in-Canada lines here shown represent the leaders in their respective fields—Condensed Milk and Coffee. Their value as sales-producers and repeat business-getters is thoroughly established in the trade. Don't be content to stock them, but get them in the limelight by displaying and pushing them as Canada's original products.

We deliver 5-case lots to any point in Ontario, Quebec and Maritime Provinces, prepaying freight up to 50c per 100 lbs.

Note these prices:

St. George Brand Coffee, 2 doz. in case	$4.80
St. George Evaporated Milk, 4 doz. in case	3.60
Banner Condensed Milk, 4 doz. in case	5.25
Princess Condensed Milk, 4 doz. in case	4.50
Premier Skimmed, 4 doz. in case	

ORDER NOW.

The Malcolm Condensing Co., Limited, St. George, Ont.

Protection

Note expiry date on face of label.

We stand the loss on stale goods.

PRICE

3 dozen 5c packages, $1.20.

PROFIT

A free coupon in each case worth a 10c rebate or you can save 10 coupons and get one case free.

QUALITY

If used before expiry date and not found entirely satisfactory, refund purchasers money and we will credit you with full retail price.

GUARANTEE

Every sale is accompanied with our money-back guarantee which permits you to return at any time any WHITE SWAN goods that are not found entirely as represented, or which prove unsatisfactory in any way.

We never consider a sale complete until the customer is entirely satisfied, and if there is anything wrong—we make it right.

Order from your jobber.

White Swan Spices and Cereals, Ltd.

Toronto, Canada

Diamond, S's, 6 and 12-lb. boxes	0 29
Diamond, 6's and 7's, 6 and 12-lb. boxes	0 26
Diamond, ¼'s, 6 and 12-lb. boxes	0 27
Icings for Cake—	
Chocolate, white, pink, lemon, orange, maple, almond, cocoanut, cream, in ½-lb. packages, 2 doz. in box, per doz.	1 00
Chocolate Confections	Per lb.
Maple buds, 5-lb. boxes	0 37
Milk medallions, 5-lb. boxes	0 37
Chocolate wafers, No. 1, 5-lb. boxes	0 31
Chocolate wafers, No. 2, 5-lb. boxes	0 26
Nonpareil wafers, No. 1, 5-lb. boxes	0 31
Nonpareil wafers, No. 2, 5-lb. boxes	0 26
Chocolate ginger, 5-lb. boxes	0 31
Milk chocolate wafers, 5-lb. boxes	0 37
Coffee drops, 5-lb. boxes	0 37
Lunch bars, 5-lb. boxes	0 37
Milk chocolate, 5c bundles, 3 doz. in box, per box	1 36
Royal Milk Chocolate, 5c cakes, 2 doz. in box, per box	0 85
Nut milk chocolate, ½'s, 6-lb. boxes, lb.	0 37
Nut milk chocolate, ¼'s, 6-lb. boxes, lb.	0 37
Nut milk chocolate, 5c bars, 24 bars, per box	0 85
Almond nut bars, 24 bars, per box	0 85

JOHN P. MOTT & CO.'S.

Miss N. Estabrook, St. John, N. B.; J. A. Taylor, Montreal; P. O.; F. M. Hannum, Ottawa, Ont.; Jos. E. Huxley & Co., Winnipeg, Man.; Tees & Persse, Calgary, Alta.; Russell, Johnson, Edmonton; D. M. Doherty & Co., Vancouver and Victoria.

Elite, 10c size (for cooking) doz	0 90
Mott's breakfast cocoa, 2-doz. 10c size, per doz.	0 85
Nut milk bars, 2 dozen in box	0 80
Breakfast cocoa, ¼'s and ½'s	0 36
No. 1 chocolate	0 30
Navy chocolate, ½'s	0 26
Vanilla sticks, per gr.	1 00
Diamond chocolate, ½'s'	0 24
Plain choice chocolate liquors	20 30
Sweet chocolate coatings	0 20

CONDENSED AND EVAPORATED MILK.

BORDEN MILK CO., LTD.

East of Fort William, Ont.

Preserved	Per case
Eagle Brand, each, 4 doz.	$6 25
Reindeer Brand, each, 4 doz.	6 25
Silver Cow Brand, each 4 doz.	5 75
Gold Seal Brand, each, 4 doz.	5 60
Mayflower Brand, each 4 doz.	5 60
Purity Brand, each 4 doz.	5 60
Challenge Brand, each 4 doz.	4 85
Clover Brand, each 4 doz.	4 85
Evaporated (Unsweetened)—	
St. Charles Brand, small, each 4 doz.	2 00
Peerless Brand, small, each 4 doz.	2 00
St. Charles Brand, Family, each 4 doz.	3 90
Peerless Brand, Family, each 4 doz.	3 90
Jersey Brand, Family, each, 4 doz.	3 90
St. Charles Brand, tall, each 4 doz.	4 50
Peerless Brand, tall, each, 4 doz.	4 50
Jersey Brand, tall, each, 4 doz.	4 50
St. Charles Brand, Hotel, each, 2 doz.	4 25
Peerless Brand, Hotel, each, 2 doz.	4 25
Jersey Brand, Hotel, each, 2 doz.	4 25
St. Charles Brand, gallons, each, ½ doz.	4 75
"Reindeer" Coffee and Milk, "large," each, 2 doz.	4 80
"Reindeer" Coffee and Milk, "small," each, 4 doz.	5 50
"Regal" Coffee and Milk, each, 2 doz.	4 50
"Reindeer" Cocoa and Milk, each, 2 doz.	4 80

COFFEE.

WHITE SWAN SPICES AND CEREALS, LTD.

WHITE SWAN.

1 lb. tins, 4 doz. to case, weight 80 lbs.	36
1 lb. tins, 2 doz. to case, weight 35 lbs.	
Add one-half cent per pound to the above.	
ENGLISH BREAKFAST COFFEE.	
½ lb. tins, 2 doz. to case, weight 22 lbs.	22
1 lb. tins, 2 doz. to case, weight 40 lbs.	20
MOJA.	
½ lb. tins, 2 doz. to case, weight 22 lbs.	32
1 lb. tins, 2 doz. to case, weight 40 lbs.	30
2 lb. tins, 1 doz. to case, weight 40 lbs.	30
PRESENTATION COFFEE.	
A Handsome Tumbler in Each Tin.	
1 lb. tins, 2 doz. to case, per lb.	27
Shipping weight, 50 lbs. per case.	

MINTO BROS.

MELAGAMA COFFEE.

	Whol.	Ret'l.
1s, 1½s, Grd.	25	30
1s, 1½s, B. & G.	32	40
1s only, B. & G.	35	45
1s, ½s, B. & G.	38	50

Packed in 30 and 50-lb. cases.
Terms net 30 days prepaid.

MINTO COFFEE (Bulk).

M. Bean or Gr.	38
I Bean or Gr.	35
N Bean or Gr.	32
T Bean or Gr.	30
O Bean or Gr.	28
Spec. Grd. Compound	25

Packed in 25 and 50-lb. tins.

FLAVORING EXTRACTS.

WHITE SWAN FLAVORING EXTRACTS—ALL FLAVORS.

1 oz., bottles, per doz., weight 3 lbs.	$ 1 05
2 oz. bottles, per doz., weight 4 lbs.	2 00
2½ oz. bottles, per doz., weight 6 lbs.	2 30
4 oz. bottles, per doz., weight 7 lbs.	3 50
8 oz. bottles, per doz., weight 14 lbs.	6 50
16 oz. bottles, per doz., weight 23 lbs.	12 00
32 oz., bottles, per doz., weight 40 lbs.	22 00
Bulk, per gallon, weight 16 lbs.	10 00

CRESCENT MFG. CO.

CRESCENT MAPLEINE.

Special Delivered Price for Canada.

	Per doz.
1½-oz. (4 doz. case), weight 9 lbs., retail each 15c.	$ 1 40
1 oz. (4 doz. case), weight 14 lbs., retail each 30c.	2 55
2 oz. (3 doz. case), weight 15 lbs., retail each 50c.	4 40
4 oz. (2 doz. case), weight 17 lbs., retail each 90c.	7 00
8 oz. (1 doz. case), weight 17 lbs., retail each $1.50.	13 00
Pint (1 doz. case), weight 29 lbs., retail each $3.	25 00
Quart (1 doz. case), weight 53 lbs., retail each $5.50.	47 75
Gallons, each, retail each $20	17 15

GELATINE.

Knox Plain Sparkling Gelatine (2-qt. size), per doz.	1 30
Knox Acidulated Gelatine (Lemon flavor), (2-qt. size), per doz.	1 30
Cox's Instant Powdered Gelatine (1-qt. size), per doz.	1 10

Wholesome Nutritious Clean

Griffin's Seedless Raisins

Sell them by the dozen.

"Just pure Coffee, refined like sugar. Use it as you do sugar,—¾ of a teaspoontul to a cup and pour on boiling water. Sugar and cream to taste—dissolves instantly —no sediment—the flavor is always perfect—you control the strength. Sold *only* in air-tight tins. A child can make as good coffee as a chef with

G. Washington's INSTANT Coffee

Now You Can Drink All The Coffee You Want

FOR SALE BY

Canadian Wholesale Grocers

G. WASHINGTON COFFEE SALES CO., 79 Wall St., New York

Write for literature telling of Mr. Washington's Wonderful Refining Process, which gives us this 100% Pure Refined Coffee.

Canadian Sales Agent:

Edmund Littler
169 William Street
MONTREAL, CANADA

No Apology
No Explanation
No Argument

when selling

PURE GOLD EXTRACTS

The consumer knows by actual experience that

"Pure Gold"

on the label is a guarantee of quality.

"Follow the line of least resistance and stock standard goods."

"The memory of quality lingers when prices are forgotten."

PURE GOLD MFG. CO.,
LIMITED
TORONTO

BOAR'S HEAD LARD COMPOUND.

N. K. FAIRBANK CO., LTD.

Tierces	0 10¼
Tubs, 60 lbs.	0 10½
Pails, 20 lbs.	0 10¾
Tins, 20 lbs.	0 10¼
Cases, 3 lbs., 20 to case	0 11¼
Cases, 5 lbs., 12 to case	0 11½
Cases, 10 lbs., 6 to case	0 11

F.O.B. Montreal.

MUSTARD.

COLMAN'S OR KEEN'S.

	Per doz. tins
D. S. F., ¼-lb.	$ 1 50
D. S. F., ½-lb.	2 68
D. S. F., 1-lb.	5 36
F. D., ¼-lb.	0 95
F. D., ½-lb.	1 63
	Per jar
Durham, 4-lb. jar	0 87
Durham, 1-lb. jar	0 28

JELLY POWDERS.

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan, 15 flavors, 1 doz. in handsome counter carton, per doz. ..... $ 0 90

List Price.

SOAP AND WASHING POWDERS.

SNAP HAND CLEANER.

3 dozen to box	3 60
6 dozen to box	7 20

30 days.

RICHARDS' PURE SOAP.

Richards' Quick Naptha Soap.

Packed 100 bars to case.

5-case lots (delivered), $4.15 each with 20 bars of Quick Naptha as a free premium.

FELS NAPTHA.

Prices—Ontario and Quebec:

Less than 5 cases	$ 5 90
Five cases or more	4 95

WHITE SWAN LYE.

Single cases, 4 doz.	$ 3 50
5 case lots, 4 doz.	3 55

Shipping weight 50 lbs. per case.

THE CANADA STARCH CO., LTD., EDWARDSBURG BRANDS and BRANTFORD BRANDS.

Laundry Starches— Boxes.	Cents.
40 lbs., Canada Laundry	.06¼
40 lbs., boxes Canada white gloss, 1 lb. pkg.	.06¾
48 lbs. No. 1 white or blue, 4 lb. cartons	.07¼
48 lbs. No. 1 white or blue, 3 lb. cartons	.07¼
100 lbs., kegs, No. 1 white	.06¾
200 lbs., bbls., No. 1 white	.06¾
30 lbs., Edwardsburg silver gloss, 1 lb. chrome pkgs.	.07¾
48 lbs. silver gloss, in 6-lb. tin canisters	.08¼
36 lbs., silver gloss 6-lb. draw lid boxes	.08¼
100 lbs., kegs, silver gloss, large crystals	.07¼
28 lbs., Benson's Satin, 1-lb. cartons, chrome label	.07½
40 lbs., Benson's Enamel (cold water), per case	3 00
20 lbs., Benson's Enamel (cold water), per case	1 50
Celluloid—boxes containing 45 cartons, per case	3 60

Culinary Starch.

40 lbs. W. T. Benson & Co.'s prepared corn	.07¾
40 lbs. Canada pure corn starch	.06½

(120-lb. boxes ¼c higher.)

Casco Potato Flour, 20-lb. boxes, per lb.	10

BRANTFORD STARCH.

Ontario and Quebec.

Laundry Starches—

Canada Laundry—

Boxes about 40 lbs.	.06

Acme Gloss Starch—

1-lb. cartons, boxes of 40 lbs.	.06¾

First Quality White Laundry—

3-lb. canisters, cs. of 48 lbs.	.07¼
Barrels, 200 lbs.	.06¾
Kegs, 100 lbs.	.06¾

Lily White Gloss—

1-lb. fancy carton cases 30 lbs.	.07¾
8 in case	.08
6-lb. toy trunks, lock and key, 6-lb. toy drum, with drumsticks, 8 in case	.08¼
Kegs, extra large crystals, 100 lbs.	.07¼

Canadian Electric Starch—

Boxes, containing 40 fancy pkgs., per case	3 00

Celluloid Starches—

Boxes containing 45 cartons, per case	3 60

Culinary Starches—

Challenge Prepared Corn—

1-lb. pkts., boxes of 40 lbs.	.06½

Brantford Prepared Corn—

1-lb. pkts. boxes of 40 lbs.	.07¾

"Crystal Maize" Corn Starch—

1-lb. pkts., boxes of 40 lbs.	.07¾

(20-lb. boxes ¼c higher than 40's)

OCEAN MILLS, MONTREAL.

Chinese starch, 16 oz. pack., 4 doz. per case, $4; Ocean Corn Starch, 16 oz. pack., 4 doz. per case, $3.60; King Corn Starch, 16 oz. pack., 4 doz. per case, $3.12; Ocean Blanc Mange, all flavors, 8 oz. pack., 4 doz. per case, $4; Ocean Borax, 8 oz. pack., 4 doz. per case, $1.80; Ocean Baking Soda, 8-oz. package, 120 packages, per case, $3; Ocean Baking Soda, 16 oz. pack., 60 pack. per case, $3; Ocean Baking Powder, 1 lb. pack., 3 doz. per case, $6.75; Ocean Baking Powder, 8 oz. pack., 5 doz. per case, $6.50; Ocean Baking Powder, 4 oz. pack., 4 doz. per case, $3; Ocean Baking Powder, 3 oz. pack., 4 doz. per case, $1.60; Ocean Baking Powder, 5 lb. tin, 10 tins per case, $7.50; Chinese Washing Powder, 8 oz., 120 pack. per case, $4.25; retail at 5c per doz., 45c; Ocean Extracts, all flavors, 2 oz., 6 doz. per case, $6; Ocean Mustard (French Mustard, quart size, 2 doz. per case, $4.80; Ocean Mustard (French Mustard), pint size, 2 doz. per case, $4; Ocean Liquid Blue, pint bottles, 2 doz. per case, $1.80; Petrolatum, 2 oz. jars, 12 doz. per case, $5.40; Petrolatum, 5 oz. jars, 6 doz. per case, $5.40; Ocean Cough Syrup, 8 oz. bottle, 3 doz., per case, $7.20.

UPTON'S CLOVER HONEY

Have you seen our new package?

Write us for price list.

The T. Upton Co., Limited
ST. CATHARINES

Factories at Hamilton and St. Catharines

Boost Up Your Trade

By displays of Fresh Fruits and Green Vegetables. Nothing more attractive than a good showing of the finest seasonable lines.

Pineapples, Strawberries, Lettuce, Radish, Asparagus, New Cabbage, Grape-Fruit, Oranges, Bananas, Cucumbers, Tomatoes, Celery, Texas Bermuda Onions (Silver and Yellow)

THE HOUSE OF QUALITY

Hugh Walker & Son
Established 1861
GUELPH and NORTH BAY

Fruit Display Stand or Silent Salesman

A Handy, Portable Stand that Displays and Sells Your Stock

—a real silent salesman, a profitable investment that not only makes a handsome fixture, but is a source of better business. Live Merchants of Canada are displaying their stock of fruits, vegetables, etc., on these stands, and claim that they more than pay for themselves by moving stock quickly. They are easily moved about, not unsightly like boxes, and are easy to select from.

Write for full particulars.

METAL CRAFT COMPANY
GRIMSBY, ONT.

Our Tiger (50 cent line) Brooms

are superfine carpet **BROOMS** on **polished** handles. Offer them to your customers and secure business that stays. Splendid value in 35c, 40c, 50c, 60c lines. Try a sample shipment and be satisfied.

We make **Factory Brooms.**

Walter Woods & Co.
HAMILTON

In the Goods and in the Packing

are found those qualities which have given Canadian sea foods so wide a market, and the turnover, heavy though it is, is annually growing.

No brand is so widely called for as the

Brunswick Brand

Our supplies—the choice of the fishermen's catches, together with long experience and modern equipment, we are enabled to turn out the most perfect that can be made.

Our plans always have been to co-operate with the wholesaler and retailer and to give the consumer a good article at a fair price.

Just look over your Stock, Mr. Grocer, and see what "CONNORS" lines you are short. Then order—here is a partial list:—

¼ Oil Sardines
Finnan Haddies
(Oval and Round Tins)
Kippered Herring
Herring in Tomato Sauce
Clams
Scallops

CONNORS BROS.
LIMITED
Black's Harbor, N. B.

COW BRAND BAKING SODA

In boxes only.

Packed as follows:

5c packages (96)	$ 3 20
1 lb. packages (60)	3 20
½ lb. packages (120)	3 40
1 lb. 30 / ½ lb. 60 Packages, Mixed	3 30

SYRUP.

THE CANADA STARCH CO., LTD., CROWN BRAND CORN SYRUP.

2-lb. tins, 2 doz. in case	$2 65
5-lb. tins, 1 doz. in case	3 00
10-lb. tins, ½ doz. in case	2 90
20-lb. tins, ¼ doz. in case	2 85
Barrels, 700 lbs.	3¾
Half barrels, 350 lbs.	4
Quarter barrels, 175 lbs.	4¼
Pails, 38½ lbs.	1 95
Pails, 25 lbs. each	1 40

LILY WHITE CORN SYRUP.

2-lb. tins, 2 doz. in case	3 00
5-lb. tins, 1 doz. in case	3 35
10-lb. tins, ½ doz. in case	3 25
20-lb. tins, ¼ doz. in case	3 20

(5, 10 and 20-lb. tins have wire bandles.)

ST. LAWRENCE SUGAR REFG. CO.

Crystal Diamond Brand Cane Syrup.

2-lb. tins, 2 doz. in case	$2 65
Barrels	0 03¾
½ barrels	0 04

CANNED HADDIES.
"THISTLE" BRAND.

A. P. TIPPET & CO., Agents.

Cases, 4 doz., each, flats, per case	$5 40
Cases, 4 doz. each, ovals, per case	5 40

INFANTS' FOOD.

Robinson's patent barley, ½ lb. tins, $1.25; 1-lb. tins, $2.25; Robinson's patent groats, ½-lb. tins, $1.25; 1-lb. tins, $2.25.

BEAVER BRAND CORN AND MAPLE SYRUP.

Quart tins (wine measure), 2 doz. in case, per case	4 70

MOLASSES.

THE DOMINION MOLASSES COMPANY, LTD.

Gingerbread Brand.

2s, Tins, 2 doz. to case.

Quebec, per case	$1 85
Ontario, per case	1 90
Manitoba, per case	2 30
Saskatchewan, per case	2 60
Alberta, per case	2 70

DOMOLCO BRAND.

2s, Tins, 2 doz. to case.

Quebec and Ontario, per case	2 95
Manitoba, per case	3 40
Saskatchewan, per case	3 65
Alberta, per case	3 75
British Columbia, per case.	2 40
Britisb Columbia, per case.	3 36

SAUCES.

PATERSON'S WORCESTER SAUCE.

½-pint bottles, 3 and 6 doz. cases, doz.	0 90
Pint bottles, 3 doz. cases, doz.	1 75

H. P.

	Per doz.
H. P. Sauce— Cases of 3 dozen	1 90
H. P. Pickles— Cases of 2 doz., pints	3 25
Cases of 3 doz., ¼ pints	2 20

STOVE POLISH.

JAMES DOME BLACK LEAD.

2a size, gross	2 50
6a size, gross	2 40

NUGGET POLISHES.

	Doz.
Polish, Black and Tan	0 85
Metal Outfits, Black and Tan	3 65
Card Outfits, Black and Tan	3 25
Creams and White Cleanser	1 10

TEAS.

THE SALADA TEA CO.

East of Winnipeg.

	Wholesale.	R't'l.
Brown Label, 1s and ½s	.33	.40
Blue Label, 1s, ½s, ¼s, and ⅛s	.40	.50
Red Label, 1s and ½s.	.46	.60
Gold Label, ½s	.54	.70
Red-Gold Label, ½s	.55	.80

ORANGE MARMALADE.

"BANNER BRAND" PURE FRUIT PRODUCTS.

JAMS AND JELLIES.

2's	$ 2 15
4's	0 35
5's	0 42
7's	0 60
30's, wood	0 08
12-oz. glass jar	1 15
Tumbler, glass	0 95

MARMALADE.

2's, per doz.	$ 2 30
4's, per pail	0 40
5's, per pail	0 45
7's, per pail	0 65
30's, wood, lb.	0 08¾
12-oz. glass jar, doz.	1 20
Tumbler, glass, doz.	1 00

Prices subject to change without notice.

MINTO BROS., Limited, Toronto.

We pack in 60 and 100-lb. cases All delivered prices.

MELAGAMA TEA.

	Whol.	Ret.
Red Label, 1s or ½s	0 29	0 35
Green Label, 1s, ½s, ¼s	0 32	0 40
Blue Label, 1s, ½s, ¼s	0 37	0 50
Yellow Label, 1s, ½s, ¼s	0 42	0 60
Purple Label, ¼s only	0 55	0 80
Gold Label, ¼s only.	0 70	1 00

MINTO TEA.

	Whol.	Ret.
Green Bag	0 29	0 35
Red Bag	0 32	0 40
Yellow Bag	0 37	0 50
Purple Bag	0 42	0 60

YEAST.

White Swan Yeast Cakes, per case, 3 doz. 5c pks.	1 20

IMPERIAL TOBACCO CO. OF CANADA, LIMITED, EMPIRE BRANCH.

Black Watch, 8s, butts 9 lbs., boxes 6 lbs.	$0 60
Bobs, 6s and 12s, 12 and 6 lbs.	0 49
Currency Bars, 12s, ½ butts, 12 lbs., boxes 6 lbs.	0 46
Currency, 6s, ½ butts, 9 lbs.	0 40
Stag Bars, 6½s, butts, 11 lbs., boxes 5½ lbs.	0 48
Walnut Bars, 8½s, boxes 7 lbs.	0 64
Pay Roll, thick bars, 8½s, 6 lb. boxes	0 68
Pay Roll, thin bars, 8½s, 5 lb. boxes	0 68
Pay Roll, plug, 8½s, 12 and 7 lb. caddies	0 68
Shamrock, plug, 7½s, ½ butts, 12 lbs., boxes 6 lbs.	0 57
Empire, 7s and 14s, caddies 15 lbs., ¼ caddies, 6 lbs.	0 56
Great West, pouches, 9s	0 72
Forest and Stream, tins, 11s, 2 lb. cartons	0 80

Order a caddy of this big seller

For a live-selling, profitable plug tobacco, there's nothing on the market that will compare with

TUCKETT'S T & B PLUG (SMOKING)

It's made of the finest Virginia leaf, carefully selected and expertly cured. Stock T. & B. Plug and give your customers better value for their money.

Order a caddy to-day.

TUCKETT LIMITED
HAMILTON

A 10c Plug
Finest Virginia
Smoking

Are You Interested

In Buying a Business?
In Selling a Business?
In Engaging a Clerk?
In Securing a Position?
In Securing a Partner?
In Disposing of Second-hand Fixtures?

Then you should use
Canadian Grocer's Classified Ad. Columns.

It should find for you among the progressive Grocers of Canada at least one individual who is on the lookout for just such a proposition that you have to offer.

CANADIAN GROCER reaches the retailer, the wholesaler, the manufacturer, the clerk and the traveller, just the men to whom you wish to sell or from whom you would buy.

No Other Paper Reaches All These Men.

RATES:
(payable in advance)
2c per word, first insertion.
1c per word, subsequent insertions.
5c extra per insertion when replies are to be addressed c|o Canadian Grocer.

Canadian Grocer
143-153 University Ave., Toronto

Daily arrivals of fine, fresh, frozen

Lake Trout and Herring

also Pickled Herring. Just the thing for deliciously appetizing and economical meals. Big margin for the dealer.

¶ Only few hundred barrels Georgian Bay Apples left. Rush your order through —NOW.

Lemon Bros.
Owen Sound, Ont.

Lemons

under these brands are the best:

"St. Nicholas"
"Home Guard"
"Puck"
"Queen City"
"Kicking"

J. J. McCABE
Agent
Toronto

Buyers' Guide

WRITE TO
10 Garfield Chambers, Belfast, Ireland,
for Sample Copy of the
Irish Grocer, Drug, Provision and General Trades' Journal
If you are interested in Irish trade.

We are buyers of evaporated and farmers' dried apples. Prices and tags on application.
O. E. Robinson & Co.
Ingersoll Ontario

Write us for New Price List of
WINDSOR SALT
TORONTO SALT WORKS
TORONTO, ONT. GEO. J. CLIFF, Manager

SUCHARD'S COCOA
The Highest Quality
Most Reasonably Priced
"Quality" Cocoa
On Sale Anywhere.
FRANK L. BENEDICT & CO.
Agents Montreal

EGG FILLERS
Our capacity is three times the total Filler requirements of Canada.
PROMPT DELIVERIES
by us are therefore certain.
THE TRENT MFG. CO., LTD.
TRENTON, ONTARIO, CANADA

ST. MARC COFFEE
Gives all users entire satisfaction.
AUGUSTIN COMTE & CO., LTD.
725 Notre Dame E. Montreal

TANGLEFOOT
The Non-Poisonous Fly Destroyer
Destroys Billions of Flies every year—vastly more than all other means combined. Absolutely Sanitary.

ESTABLISHED 1849
BRADSTREET'S
Offices Throughout the Civilized World
OFFICES IN CANADA:
Calgary, Alta. | Vancouver, B.C.
Edmonton, Alta. | Hamilton, Ont.
Halifax, N.S. | Montreal, Que.
London, Ont. | Quebec, Que.
Ottawa, Ont. | Toronto, Ont.
St. John, N.B. | Winnipeg, Man.
Victoria, B.C.
Reputation gained by long years of vigorous, conscientious and successful work.
Thomas C. Irving, General Manager Western Canada
TORONTO

YOU CAN TALK ACROSS THE CONTINENT FOR TWO CENTS PER WORD WITH WANT AD. IN THIS PAPER

More than five million families annually testify to their superiority.

For twenty years the standard of clean, wholesome, natural, sun-cured, seedless raisins.

May be purchased from any wholesale grocer in Canada.

Canadian Agents:
Nicholson & Bain,
Winnipeg, Edmonton, Saskatoon, Regina.
Eugene Moore,
Toronto.
Universal Importing Company,
Montreal.

11 x 22 six-color display card mailed on application.

Always sold in this package.
AMERICAN VINEYARD COMPANY, Growers and Packers

CLASSIFIED ADVERTISING

Advertisements under this heading, 2c per word for first insertion, 1c for each subsequent insertion.

Where replies come to our care to be forwarded, five cents must be added to cost to cover postage, etc.

Contractions count as one word, but five figures (as $1,000) are allowed as one word.

Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

FOR SALE

FOR SALE—A GROCERY, FLOUR AND feed business in a good town. Corner store. Stock and fixtures $3,500. A bargain. Apply to Box 88, Canadian Grocer, Toronto. 52015

FOR SALE—GENERAL STORE SITUATED 21 miles west of London. Turnover $15,000.00. Stock $5,500.00. Good opening for energetic man. Will sell or lease store. Proprietor wishes to retire. Write to Box 87, Canadian Grocer, Toronto, Ont. 61115

REFRIGERATOR FOR SALE — ALMOST new. Suitable for grocer or butcher business. Will sell cheap; good terms to responsible party. Apply E. W. Hibbard, 551 8th St., Brandon, Man.

WANTED

WANTED—SITUATION IN GROCERY STORE as branch manager or assistant. Thoroughly experienced. Office work, tea-taster. Box 86, Canadian Grocer, Toronto. (0)

WANTED—AN EXPERIENCED CLERK FOR General store. One who can speak English and French preferable. First-class references required. Apply Box 113, Comber, Ont.

WANTED—WHAT ARE YOU WANTING? A clerk, a business, a salesman, a partner? An outlay at the rate of two cents a word will make your wants known throughout the Dominion to just the men who can satisfy you. See our rates above and send along your ad. to-day.

MISCELLANEOUS

EVERY MERCHANT WHO SEEKS MAXImum efficiency should ask himself whether a Gipe-Hazard Cash Carrier, as a time and labor saver, is not worth more than the high-priced labor which it liberates. Are you willing to learn more about our carriers? If so, send for our new catalogue J. Gipe-Hazard Store Service Co., Limited, 97 Ontario St., Toronto.

The "GORGON"

A British DESTROYER

A clean, neat and effective **Fly Catcher.** Every fly is caught for good. Absolutely no leakage.

Send a Trial Order

Hodgson, Sumner & Co.
LIMITED
Montreal

Agents for Quebec, Ontario, New Brunswick, Nova Scotia, P.E. Island

A SEED DEPARTMENT
will add to your profits

Kelway Langport England

grow and sell
SEEDS OF ALL KINDS
for Traders

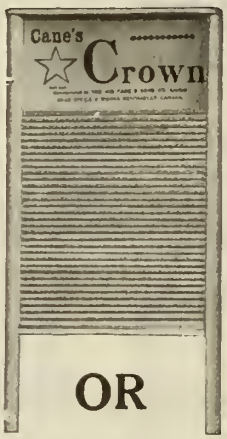
Write to the **actual** wholesale **growers** for rock-bottom prices and illustrated catalogue.

Buy well ahead to secure LOWEST PRICES.

WRITE TO-DAY

"It's an ill wind that blows no good"

ALUMINUM



ZINC

OR

The War—

has raised the price of zinc and consequently the price of washboards—

BUT

the BIG CANE VALUE IN WASHBOARDS IS BIGGER THAN EVER because it has come to a point where we can use aluminum in place of zinc.

ALUMINUM IS LESS LIABLE TO CRACK, SPLIT OR CARRY DEFECTS THAT WILL TEAR THE CLOTHING BEING WASHED ON IT, AND IT PRESENTS A MUCH BRIGHTER APPEARANCE THAN ZINC, AND IS MORE ATTRACTIVE ON THAT ACCOUNT.

We are prepared to deliver our standard brands of washboards with aluminum washing plate at **the same price as that of zinc** ones on receipt of instructions from our customers, through the jobbing trade. ORDER NOW.

The Wm. Cane & Sons Co., Limited
Newmarket, Ont.

We Call on Your Customers

Through the Magazines and tell them how good and useful is

MAPLEINE

The last word in flavors

Order from

Frederick E. Robson & Co.,
25 Front St. E., Toronto, Ont.

Mason & Hickey
287 Stanley St., Winnipeg, Man.

CRESCENT MFG. CO.
SEATTLE, WASH.

OAKEY'S KNIFE WELLINGTON POLISH

JOHN OAKEY & SONS, LIMITED,
LONDON . ENGLAND.

AGENTS

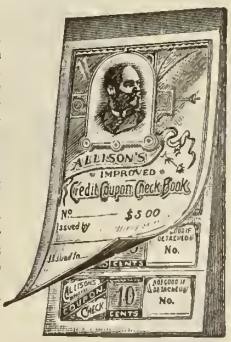
Geo. B. Jenkinson, 43 Queen St. East, Toronto, and J. E Huxley & Co., 220 McDermed St., Winnipeg

ALLISON COUPON BOOKS

Minimize the Risk of Loss on Credit Accounts and bring in the money quicker—two mighty good arguments. Installing the Allison Coupon Book System in a store that has credit gives the same result as adding more capital to the business—and Allison Coupon Books cost almost nothing.

HOW THEY WORK:

When a man wants credit, give him an Allison Coupon Book, and have him sign form at the front, which becomes then his promissory note to you. As he buys, you tear out coupons, and when his book is exhausted you can collect his note or extend credit for another book, as you deem wise. No pass books, no charging, no time wasted, no errors, no disputes.



For sale by the jobbing trade everywhere.
Manufactured by
ALLISON COUPON COMPANY
Indianapolis, Indiana, U.S.A.

An Opportunity for the Clerk

Money Prizes for Best Examples of Sales Expansion and Methods Used to Move Out the Goods—Contest Closes on June 1—Enter it at Once.

CANADIAN GROCER wants to see every clerk a REAL salesman. Anybody can take orders that are spoken over the counter or the telephone, but it requires a clerk who knows his goods and his customer to SELL things.

We have always been interested in the making of better salesmen, and that is why we are running this contest for clerks.

Each one of you has at some time or another conducted a selling campaign on some particular line.

You have, by adopting certain selling methods, expanded sales on one or more lines of goods; or you have raised the standard of quality of certain lines of goods sold regularly to your customers.

We want you to tell the story about it in as few words as possible—but tell it fully.

Prizes will be offered as follows:—The clerk who gives the best example of the expansion of sales on any particular line of goods or associated lines will receive a cash prize of $3. The second prize will be $2, and the third $1. There will, of course, be other answers suitable for publishing. These will be printed and paid for at regular space rates for correspondence. This gives everybody a chance. The contest will help every clerk who enters it, because it means the analyzing of sales and methods.

Conditions and Suggestions.

1. The articles on which sales were expanded must have been sold at regular prices, not at cut rates.

2. Each clerk may send in as many items for the contest as he may desire, but each must refer to one particular line, or associated lines, and must be written on a separate sheet of paper.

3. Answers should be confined to as brief space as possible.

4. Where possible, point out either the quantity or the value of the goods sold by adopting certain methods.

5. Answers must be in by June 1. Better send them along at once.

Each clerk has some strong evidence up his sleeve of the selling power of the staff of a retail store. He knows selling talks that have sold new goods or raised the standard of staples selling all the time; he can tell of unique display methods or a well written newspaper advertisement that has brought business; and he can point to a dozen and one little store "kinks" for expanding sales.

All replies should be addressed to The Editor, Canadian Grocer, 143-153 University Ave., Toronto. Further particulars on request.

Continental Grocery Bags

Let the fame of the name be your guide in buying.
REPUTATION is not always "a bubble"—sometimes it is a very beneficial thing—
As witness the reputation (DOMINION WIDE), of the

Continental Grocery Bags

Here are bags whose PRESENT PERFECTION is the cumulative result of constant effort and perfect methods in manufacture. Let this well-won fame decide your choice of Bags, and you will "close the avenue of future regrets."

The Continental Bag & Paper Co., Limited

Manufacturers **Ottawa**

Branches: MONTREAL and TORONTO
Agencies throughout Canada

Stock of Special "Class"

gives dignity to the entire stock of a grocery. Even though you use only moderate quantity of quality goods, there is no wiser selection for you than

CARR'S BISCUITS

With such stock on hand you invite a trade that will advertise you and make you successful.

Carr's Biscuits are packed for export in air-tight tins.

Write For Prices.

CARR & CO. CARLISLE ENGLAND

AGENTS—Wm. H. Dunn, Limited, Montreal; Dunn-Hortop, Limited, Toronto; Hamblin & Brereton, Limited, Winnipeg, Man., and Vancouver, B.C.; Hamblin & Brereton, Limited, 510 Ninth Ave., Calgary, Alta.; Hamblin & Brereton, Limited, Edmonton, Alta.; T. A. MacNab & Co., St. John's, Newfoundland.

Furnivall's FINE FRUIT PURE JAM

Now is the time when appetites are keyed to the flavor of delectable goodness and natural purity. And now is the time when Furnivall's Pure Fruit Jam stands out prominently as the choicest and best in fruit jams. Feature Furnivall's to-day.

Furnivall-New
LIMITED
Hamilton, Ont.

Agents :—Halifax, B. C. Woodworth, 533 Robie St.; St. John, N.B., W. W. Chase, 79 Paradise Row; Montreal, W. S. Silcock; Ottawa, L. T. White; Toronto, Dunn-Hortop Co.; Fort William, W. F. Elliott; Winnipeg, H. P. Pennock & Co., Ltd.; Edmonton, Alta., Central Brokerage Co.; Calgary, Jackson's, Ltd.; Hamilton, Ont., Grocers' Specialty Co.; Sydney, N.S., A. E. Shepherd.

LIKE FLOUR OR SUGAR

You have a speedy selling staple in

Parowax

Housewives demand it because they know it has no equal for sealing preserves. When they think of sealing they think of Parowax.

Parowax is also largely used in the wash boiler, loosening dirt and grease quickly, without hand rubbing.

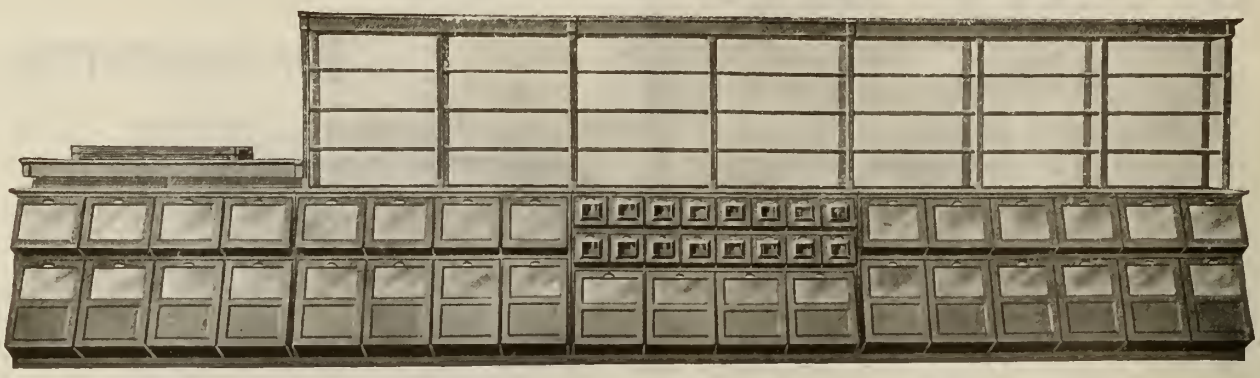
We are advertising Parowax in magazines and newspapers throughout Canada this year. Be ready for your customers when they ask for it.

Put up in ¼-lb. cakes, 4 cakes in a carton, 20, 40 and 100 cartons to a case.

MADE IN CANADA

THE IMPERIAL OIL COMPANY
Limited
BRANCHES IN ALL CITIES

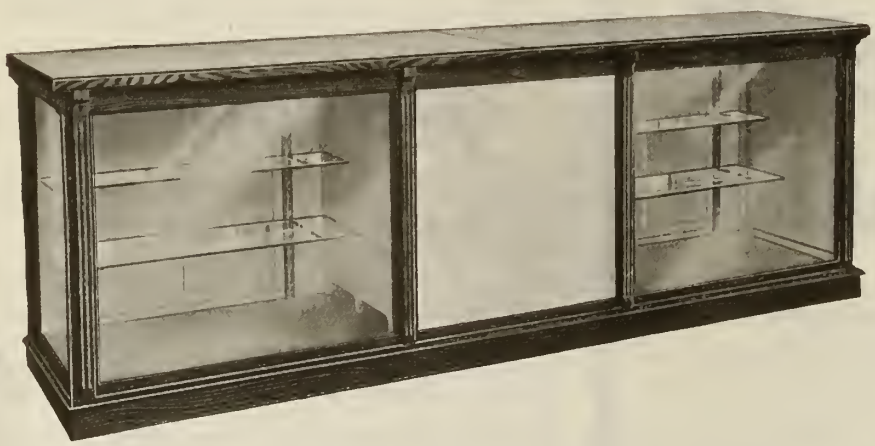
The Clean Food System



Interchangeable Sectional Grocery Wall Case Combination "X."

This sectional case is made in golden oak as shown, complete with shelving, ready for prompt shipment on a day's notice. You select the number of sections to make up the necessary length, set them up, and start business. If on expiration of your lease you move to larger quarters, you add to or rearrange to suit the building. Lower Case 48" high, shelving 48" high.

You may put Pure Food in drawers used in ordinary store fixtures, or even in Pure Food Counters and Cases, and while stock is as pure and clean as you can get it, you cannot possibly keep it clean, owing to partly open or loose-fitting drawers allowing the ever-present fly and other germ carriers when working on counters or sweeping to contaminate your stock. On a busy day your clerks will not take the time to carefully close a drawer or box each time they serve an order, but with the Walker Bin Clean Food System, the bins being counterbalanced or pivoted, close automatically, and fit snugly to the dust-proof and air-tight bin chamber. Stock is not air-dried, dusty and indifferent in flavor, but is as nearly clean and fresh as it is possible to serve it to your trade from bulk. Counters with bins for sack lots of cereals, meal and sugar in all sizes.



Refrigerator Counter

No. 9-0

Opalite Top and Panel. Also furnished with marble or glass display top.

Stock sizes 9′ and 11′.

We will have stock for prompt shipment of wall cases, counters and show cases, in Vancouver, Edmonton, Saskatoon, Winnipeg Agencies for Western trade and in Berlin for the East.

The Walker Bin & Store Fixture Co., Ltd.

BERLIN, ONTARIO

WESTERN AGENCIES:

Vancouver:—R. J. Borland, Room 611, Northwest Trust Bldg.
Edmonton:—Edmonton Specialties Company, 113 Howard Ave.
Saskatoon:—North West Specialty Company.
Winnipeg:—Watson & Truesdale, 120 Lombard St.

EASTERN AGENCIES:

Ottawa, Ont.:—Geo. Cameron, 414 Gilmour St.
Montreal, Que.:—W. S. Silcock, 33 St. Nicholas St.
St. John, N.B.:— R. R. Rankine, 110 Carmarthen St.

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SALMON

We guarantee **our price the lowest,** on the following brands:

Special

"VICTORIA"

Red Sockeye Salmon

1s talls

The best quality on the market.

Freight paid on 5 case orders to any point of Quebec and Ontario.

Our stock comprises also :

Clover Leaf	**Jacques Cartier**
Horse Shoe	**Rainbow**
Sovereign	**Belle**
O-Wee-Kai-No	**P. P. P.**
Lacrosse	**Cavalier**
Sun Dial	**Star**
Autumn Leaf	**Carnation**

There's no backing out. It's printed "The best offer we've made," and remember the quality is guaranteed.

Rock-Bottom Prices
Courteous Service
Prompt Delivery

Laporte, Martin, Limitée

568 St. Paul Street, MONTREAL

A Straight Talk from the Manager

The "Go-Getter"

¶ Some weeks ago I met a friend—a grocer—and after the usual greeting our talk drifted around to business. Before going further it will be as well to tell you that my friend is a very successful merchant and has made a success against very keen competition from "price-cutters" and chain stores.

¶ "Well, how do you find business?" I asked. "I find it by going out and hunting for it," was the reply, and continuing said: "When I want business I go out after it. I'd go broke waiting for it. I'm a 'go-getter.' "

¶ That reply sums up the case.

¶ The grocer that hides behind his counter waiting for business to find him, usually finds the amount in his cash drawer at closing time much smaller than he expected. He gets the left-over business from his competitors—the long-credits and no-goods—and has considerable trouble with his creditors.

¶ But this "go-getter" grocer keeps his cash drawer bell tingling by getting after trade in an aggressive way. He gets a larger profit on his goods because he "sells his goods" instead of "takes orders for groceries." He has built up a big business and beat out the chain store and price-cutters by giving his customers a service they didn't get elsewhere and backing it up by selling quality goods—the kind that pleased the customer and brought them back for more.

¶ "But how does this affect me?" you say. Here's where it hits you. What this "go-getter" did you can do. The secret of his success is an open one and can be readily applied to your business.

¶ It is simply making the most of your opportunity. My clothing friend, I told you about last week, met an emergency by adding a new line that appealed to a different class of customers. My friend, the "go-getter," went after the business—and got it, too—when he found the chain store cutting into his trade. He went out and developed a new market for his goods, and has prospered.

¶ The "go-getter" believes in making his window sell groceries—he spends considerable time on his displays, but it pays because they pull business.

¶ He makes his local paper sell goods for him. He employs it regularly and pockets a nice profit from the goods it sells.

¶ He has been a regular reader of Canadian Grocer for many years. He has found in it many ideas that have helped him to success, and many advertisements that have pointed the way to better profits. He has found in it the solution of many a problem that had baffled him and from its pages has received the inspiration that has so materially aided him in building up his business.

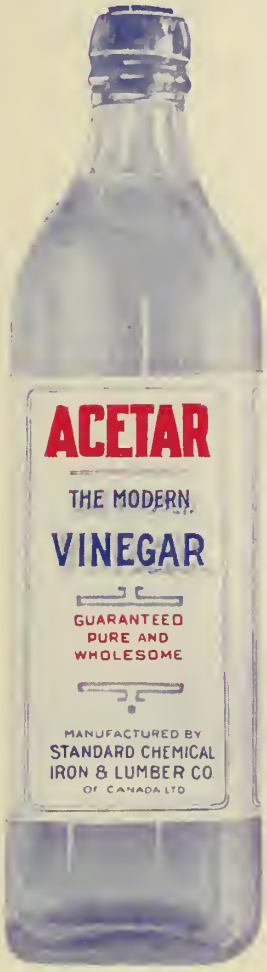
¶ His clerks read it—ads and all. His competitors say that his clerks are " good men" —they get the business because they know the goods they are selling.

¶ ARE YOU A "GO-GETTER" or a "sit-and-waiter?"

¶ Think it over.

ACETAR

—*the modern vinegar*



ACETAR gives you a better profit and retails at the popular price of 15c. It is also sold in bulk in the usual size barrels and kegs.

ACETAR gives you a surer profit when sold in the bottle. There is no waste from spillage, over-measure or leaking barrels. The sealed bottle prevents any possible contamination and is a guaranty of absolute purity.

ACETAR conforms to the "Acid Test" of the Dominion Government's Vinegar Standards and surpasses in the quality of the ingredients used.

ACETAR thoroughly satisfies your customer—they will come back for more, not sometimes, but invariably. You can recommend Acetar with the full knowledge of its superiority in quality and efficiency.

ACETAR WILL MAKE MONEY FOR YOU

STANDARD CHEMICAL, IRON & LUMBER CO.
OF CANADA, LIMITED

TORONTO MONTREAL WINNIPEG

These, Brother Grocer, are *not* professional products. They are the pride of common, every-day flour buyers who prefer FIVE ROSES for obvious reasons. The Finger Rolls you see were baked by a Montreal matron, the French Rolls should be credited to a young lady of Lachine. Faithfully and without exaggeration, our engravers' truthful camera submits them here. The simple difference is that FIVE ROSES is written all over them.

Five Roses*

FLOUR *for Breads-Cakes Puddings-Pastries*

Hot Rolls or Buns for Breakfast, Bread or Biscuits — think how many housewives in your district serve them every morning. Let YOUR customers make them from FIVE ROSES in the FIVE ROSES way, and you will have captured the breakfast table without fear of counter attack. Sell the flour that insures a happy, healthy breakfast, and every meal becomes open to your sales-manship. Every single thing that FIVE ROSES makes entrenches you more firmly in the flour buyer's confidence. Those who for years have sold FIVE ROSES will tell you whether or not it echoes pleasingly in the cash register.

LAKE OF THE WOODS MILLING COMPANY, LIMITED
MONTREAL

*Guaranteed NOT BLEACHED—NOT BLENDED.

IN THIS ISSUE—GROCERS' CONVENTION REPORT CONCLUDED

CANADIAN GROCER

Only Weekly Grocery Paper Published in Canada

THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. XXX PUBLICATION OFFICE: TORONTO, MAY 14, 1915 No. 20

Your Grocery Wants Supplied Intelligently and Satisfactorily

THIRTY-FIVE YEARS' EXPERIENCE in Western Canadian wholesale grocery merchandising places us in a superior position to cater to your requirements.

SERVICE, SATISFACTION AND QUALITY are the foundations we have built upon.

THE GOODS WE MANUFACTURE, Gold Standard Food Products: Coffees, Teas, Baking Powder, Jelly Powder, Spices, Icings, Extracts, Olives, etc., are sold on a quality basis, their Purity and General Excellence guaranteed by the Company.

THE GOODS WE CONTROL, for Manitoba and Saskatchewan: Heinz Pickles and Condiments (57 Varieties), Sun-Kist California Canned Fruits and Vegetables, Sun-Kist California Evaporated and Dried Fruits. and Gold Standard Domestic Canned Fruits and Vegetables: Raspberries, Strawberries, Peaches, Pears and Cherries, Corn, Peas, Tomatoes, Beans, etc., are the finest goods of their respective classes and are indicative of quality of our entire stock.

PROMPT AND COURTEOUS SERVICE, merchandise of merit, and the four finest wholesale grocery stocks in the West are at your service.

An Enquiry by Mail will secure Prompt Attention

THE CODVILLE COMPANY, LIMITED

WINNIPEG BRANDON MOOSE JAW SASKATOON

"Griffin & Skelley" Sterilized Prunes

Griffin & Skelley pack **only** Sterilized Prunes—Sterilized with hot steam—Not dipped — No abnormal shrinkage—No living animal matter—No bacteria or germs—when "Sterilized" in this way. If seeking highest quality in Canned Fruits, be guided by the reputable name of "Griffin & Skelley," and you'll be absolutely safe.

The Best Only
Always the Best

Seedless not Seeded

A distinct fancy variety of **Absolutely Seedless Raisins** cured in the sun. Most highly flavored, most wholesome and the cleanest. The Griffin & Skelley line of dried fruits and vegetables are known as the standard for evenness of quality and packing Your customers will appreciate it if you sell them this pack.

We sell only the best of its kind

Arthur P. Tippet & Company

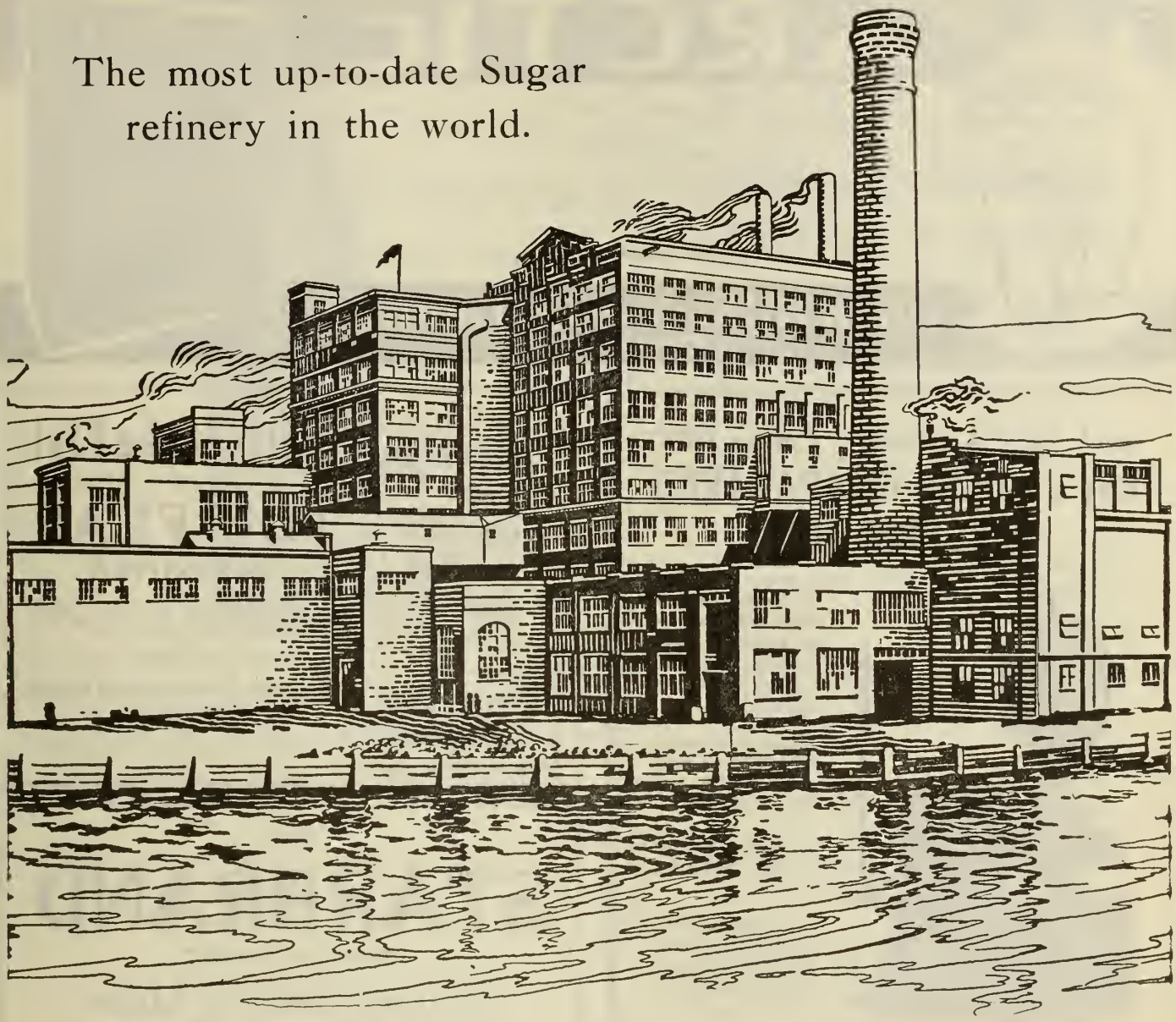
Agents

Montreal, Que.

"Griffin & Skelley's" Canned Fruits

Canned Apricots, Canned Peaches, Canned Grapes, Pears, White Cherries, Black Cherries, Blackberries, Damson Plums, Egg Plums, Golden Drop Plums, Greengages, Raspberries, Strawberries and Pineapples — fruits of recognized canned excellence. By the name "Griffin & Skelley," you shall know these products as safe canned fruits to buy and sell.

The most up-to-date Sugar refinery in the world.



This is the home of

Lantic Sugar

Where Quality is the watchword, and where every step in the process of Manufacture is one of care and patience for quality.

Your customers are reading "Lantic" advertisements. They'll be asking for "Lantic" Sugar. Stock up.

ORIGINAL PACKAGES.

Lantic Granulated—2 lb. and 5 lb. Sealed Boxes.
10 lb., 20 lb., 100 lb. Bags.

The Red Ball goes on every Package and Bag.

Lantic Sugar

ATLANTIC SUGAR REFINERIES LIMITED
MONTREAL, QUEBEC, ST. JOHN, N. B.

BARE FACTS ABOUT THE ARCTIC

The Arctic refrigerator is built by experts who have made a complete study of refrigeration for both domestic and commercial purposes, large and small.

The Arctic is perfect—the dry, cold, circulating air protects the most perishable goods from spoilage, ensuring you against loss from wastage.

We will be pleased to submit catalogue and prices.

John Hillock & Co., Limited,
TORONTO

Don't Buy "An Electric Coffee Mill"

Buy a COLES GUARANTEED ELECTRIC MILL

There's a tremendous difference — as great as there is between an unsigned check and a signed one.

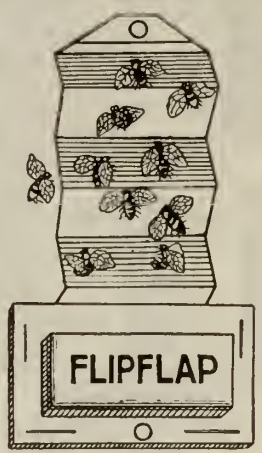
When the name COLES is on your mill you're certain it's "right."

Have you a copy of Catalogue 913C?

26 models of electric machines. Makers of Hand Coffee Mills for twenty-five years.

COLES MANUFACTURING CO.
1615 North 23rd St. PHILA., PA.

Agents: Chase & Sanborn, Montreal; The Codville Co., Winnipeg; Todhunter, Mitchell & Co., Toronto; James Turner & Co., Hamilton, Ontario; Kelly, Douglas & Co., Vancouver, B.C.; L. T. Mewburn & Co., Calgary, Alta.



Kill off the Fly!

Use and sell a British

FLIPFLAP

DESTROYER

It is a leader for an effective, neat, and clean catcher. Never leaks, and every fly is caught for good.

Send a Trial Order To-day.

Hodgson, Sumner & Co., Limited
Montreal

Agents for Ontario, Quebec, New Brunswick, Nova Scotia, Prince Edward Island

BUY

STARBRAND

"Made in Canada"

Cotton Clothes Lines and Cotton Twine

Cotton Lines are as cheap as Sisal or Manila and much better

FOR SALE BY ALL WHOLESALE DEALERS

See that you get them

TEA LEAD

(Best Incorrodible)

Buy "PRIDE OF THE ISLAND" Brand

as extensively used for years past by most of the leading packers of Tea in Canada.

ISLAND LEAD MILLS Ltd.

Tel. Address: "Laminated," London. LIMEHOUSE
A.B.C. Codes used, 4th & 5th Editions. LONDON, E., Eng.

Canadian Agents: HUGH LAMBE & CO., TORONTO
J. HUNTER WHITE, ST. JOHN, N.B.
CECIL T. GORDON, MONTREAL

Say You Saw It
in
Canadian Grocer

You've tasted tasteless grapes

but never in a glass of E.D.S. Grape Juice

It requires excellent conditions to raise grapes that have the luscious flavor of the Winona product. It needs soil of a grape-growing quality, in close proximity to the lake, plenty of sun and the protection of the mountains. Added to this is the long experience of the farmers in the Winona district in the cultivation of Concord grapes.

These conditions produce in Winona grapes that superior quality of flavor and fulness of juice which go to give *E.D.S. Grape Juice* the rich flavor and true wholesomeness that please your patrons.

Now is the time to get in your stock of E.D.S. Grape Juice so that you will be prepared for the first calls of hot weather.

Order to-day.

E. D. SMITH & SON
LIMITED

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AGENTS:—NEWTON A. HILL, Toronto; W. H. DUNN, Montreal; MASON & HICKEY, Winnipeg; R. B. COLWELL, Halifax, N.S.; A. P. ARMSTRONG, Sydney, N.S.

SUCCESS

comes quickest with standard goods such as Borden's

Three generations of physicians have prescribed them for their absolute fidelity to purity, quality and wholesomeness.

Three generations of mothers have proven their worth and goodness.

And to-day Borden's is one of the strongest and surest sellers in your line.

The camping and picnicing season is almost here. Feature Borden's in your displays to-day.

Borden Milk Co., Limited

"Leaders of Quality"

MONTREAL

Branch Office: No. 2 Arcade Building
Vancouver, B.C.

BORDEN MILK Co. LIMITED
EAGLE BRAND
Trade Mark of BORDEN MILK COMPANY LIMITED
GAIL BORDEN
EAGLE
BRAND
by which their PRESERVED MILK will hereafter be designated and for additional protection against imposition each Label will bear the signature.
Gail Borden
BORDEN MILK COMPANY LIMITED
MONTREAL, CANADA.

Try a bottle of H.P. SAUCE on your own table

You will see why it's selling so freely—there's a "want-more" fascination about H.P. that is crowding the grocer's store all over the world, besides it shows a good profit.

Wouldn't it be worth your while to stock

W. G. PATRICK & CO., LTD., Toronto.
Montreal and Winnipeg.
R. B. SEETON & CO., Halifax, N.S.
THE MIDLAND VINEGAR CO., LTD.,
Birmingham, Eng.

H.P. SAUCE

His wife makes such good coffee

She uses Symington's Coffee Essence—her grocer introduced this quick and easy way of making delicious coffee to her. He sells the regular supply to this home, as well as hundreds of others. The customers like it and he makes a good profit. You can get it from your wholesaler.

SYMINGTON'S
Regd Trade Mark
COFFEE ESSENCE

Agents: Ontario—Messrs. W. B. Bayley & Co., Toronto. Quebec—Messrs. F. L. Benedict & Co., Montreal. Vancouver and Winnipeg—Messrs. Shallcross, Macaulay & Co.

THOS. SYMINGTON & CO., Edinburgh and London

FROM COAST TO COAST

You can now obtain fresh supplies of

McVitie & Price's

HIGH-CLASS

BISCUITS

from the following appointed Agents:—

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Quebec and Ontario: C. H. Cole, 501 Read Buildings, Montreal; C. H. Cole, 33 Front St. East, Toronto.

Manitoba and Saskatchewan: Richards & Brown, Ltd., James Street, Winnipeg.

Alberta: Campbell, Wilson & Horne, Ltd., Calgary; Campbell, Wilson & Horne, Ltd., Lethbridge; Campbell, Wilson & Horne, Ltd., Edmonton.

British Columbia and Yukon: Kelly, Douglas & Co., Ltd., Vancouver; Kelly, Douglas & Co., Ltd., Victoria; Kelly, Douglas & Co., Ltd., New Westminster; Kelly, Douglas & Co., Ltd., Prince Rupert.

General Canadian Representative:

Mr. Sidney Owthwaite, 501 Read Buildings, Montreal.

McVitie & Price, Limited

EDINBURGH and London

Cleave's

CELEBRATED

DEVONSHIRE CREAM

Chocolate

A high-grade and up-to-date article, showing an excellent profit and giving increasing satisfaction.

THE CHOCOLATE THE PEOPLE WANT.

Also other new and attractive 5 cent lines.

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TORONTO - Mason's Ltd., 25 Melinda St.
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JOHN CLEAVE & SON, LIMITED

CREDITON, DEVON, ENGLAND

SIMCOE BRAND Summer Vegetables

Touch your customers' needs right at a vital spot —that of better flavored good things with all the usual toilsome preparation removed. Feature Simcoe Summer Vegetables and you'll meet a waiting custom with palates longing for the flavor of these summertime vegetables.

Get Summer Vegetables into your displays at once. Write

DOMINION CANNERS LTD.
HAMILTON, ONT.

BANNER BRAND

Jams, Jellies and Marmalades

Pure Fruit and Cane Sugar—That's All.

"BANNER" Brand Pure Fruit Jams are Wholesome, Delicious, and Always Give the Best of Satisfaction; Therefore—Satisfy your Customers and Increase your Sales.

Put up in 2, 4, 5 and 7-lb. gold-lacquered pails, also special Anchor Cap Tumbler, 12-oz. glass jars, and 30-lb. wooden pails.

Get in touch with your Wholesaler, and replenish your stock to-day.

LINDNERS LIMITED

306 Ross Ave., WINNIPEG

340 Dufferin St., TORONTO

REPRESENTATIVES:

H. Whissell, 2928 Drolet St., Montreal; H. D. Marshall, Ottawa; W. L. McKenzie & Co., Edmonton and Regina; Jacksons, Limited, Calgary; H. E. Gross, Vancouver; R. S. McIndoe, Toronto.

AN OPPORTUNE TIME

to select your package tea leader is NOW. This is the "opening" for you to cement the confidence of your customer, by giving "QUALITY" goods at popular prices. Anticipate your present and future requirements, and stock

MELAGAMA

Tea. This is the line that will make your sales grow. You can honestly recommend "MELAGAMA," and a trial order will convince you. Also try a case of our famous "MELAGAMA" Coffee.

MINTO BROS., Limited, TORONTO

Most Good Dealers Prefer Goods Sealed with Anchor Caps

They know the pulling power of definite security, of unquestioned quality.

They know that goods sealed with Anchor Caps come to the user's table with all the freshness and full, delicious flavor as when they left the maker's cauldrons.

They know the satisfaction of showing goods in glass jars that taste just as good as they look tempting.

They know that glass containers and Anchor Caps make the best sales-bringing displays—and they give them the prominent places in their displays.

They know that **your** goods, **your** lines will win their heartiest enthusiasm and co-operation when you give them the advantages of Anchor Caps.

May we demonstrate them for you in your own factory? No obligation. Write us to-day.

Anchor Cap & Closure Corporation of Canada
LIMITED
Sudbury St. West, Foot of Dovercourt Road — TORONTO, CANADA

ROBINSON'S

Of BRISTOL, ENGLAND

TEA

Does the packing of tea interest you? Two of the most satisfactory and inexpensive methods of packing tea, are

Robinson's Tea Bags

(Parchment Lined)

AND

Robinson's Tin Foil Paper Wraps

(With Parchment or Cartridge Linings)

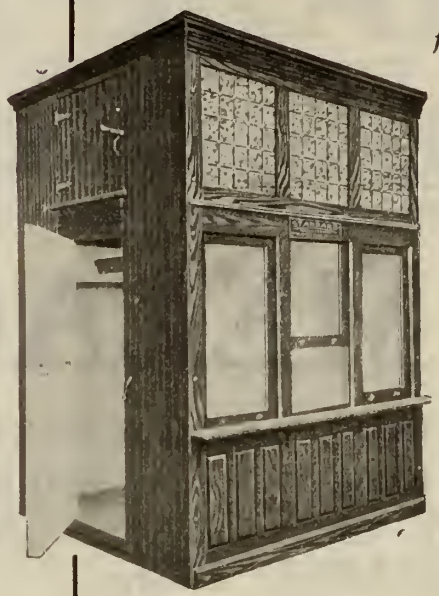
All inquiries to

J. W. PINKHAM

73 Boustead Ave. Toronto, Canada

Freeman's Improved Standard

Cold Dry Air **Refrigerator**



for

Butchers
Grocers
Creameries
Householders
Restaurants
Hospitals
and all
Institutions

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SATISFACTION GUARANTEED

Send for Catalogue, Price List and Discounts

The W. A. Freeman Co., Limited

Hamilton **Ontario**

Forget that "Sifto" is only Salt and Show It in Your Window

and we will venture to say that it will bring more and better business to your store than many another line.

The handsome germ and damp-proof packages of

SIFTO
Table Salt

make attractive displays, their contents being scientifically prepared and with the free-running quality will bring big sales and bigger future business.

Try "Sifto" out.

The Dominion Salt Co.
LIMITED
Sarnia, Ont.

Let Better Flavor Bring You Bigger Tobacco Sales

One of the main considerations in the production of the Rock City Lines is the flavor—mild, soothing, enjoyable—made possible only by the selection of the finest leaf for the purpose. Here are three very popular sellers:

"Master Mason"	"King George Navy"	"Rose Quesnel"
SMOKING	CHEWING PLUG	SMOKING

Stock up now.

Rock City Tobacco Co.
LIMITED
QUEBEC and WINNIPEG

A PARALLEL

You are sometimes pleased at the unusual excellence of an article you have purchased for your own use, because it has given every satisfaction.

Don't forget that your customers are always influenced in the same way by

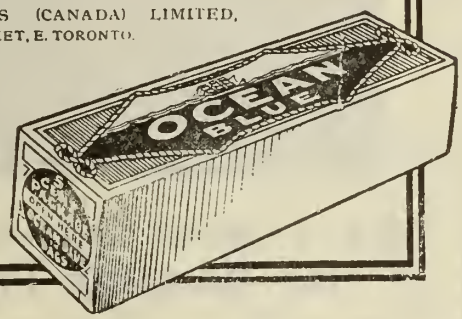
OCEAN BLUE

which pleases the ladies by the satisfactory service it renders.

Order from your Wholesaler

HARGREAVES (CANADA) LIMITED,
33 FRONT STREET, E. TORONTO.

Western Agents: For Man., Sask. & Alta., Nicholson & Bain Winnipeg, Regina, Saskatoon, Calgary and Edmonton. For B.C. and Yukon: Donkin, Creeden & Avery, 117, Arcade Buildings Vancouver, B.C.



"SOVEREIGN" SALMON

FINEST BRITISH COLUMBIA SOCKEYE

QUALITY IS OUR FIRST CONSIDERATION

PACKED BY
THE ANGLO BRITISH COLUMBIA PACKING CO.
LIMITED
VANCOUVER, B.C.

Hot Weather Calls for Use of a Good Disinfectant as a Preventative Measure

To use poisonous substance leaves too much to chance where there are children.

Condy's Fluid is harmless, non-poisonous, but very effective as a preventative of disease.

It contains no permanganate of potash.

Send for a trial shipment and be ready for the Summer's trade.

CONDY & MITCHELL, LIMITED
London, Eng.

Sole Agent for Canada

Harold F. Ritchie Co., Limited, 10-12-14 McCaul St.
TORONTO

Right—Always right

It has never been anything else since we first turned out the goods in 1846. Its absolute purity, full strength and reliability make it always in demand by careful cooks.

COW BRAND BAKING SODA

is the best for satisfaction and profit—as such you should never fail to recommend it.

Get it from your jobber.

CHURCH & DWIGHT
Manufacturers LIMITED
MONTREAL

Finest Black Teas

CEYLONS INDIANS

ALL GRADES

Broken Orange Pekoes to Pekoe Souchongs

Our large stock—selected for cup quality from finest gardens—will suit your trade. Prompt and careful attention to all mail enquiries for samples and prices.

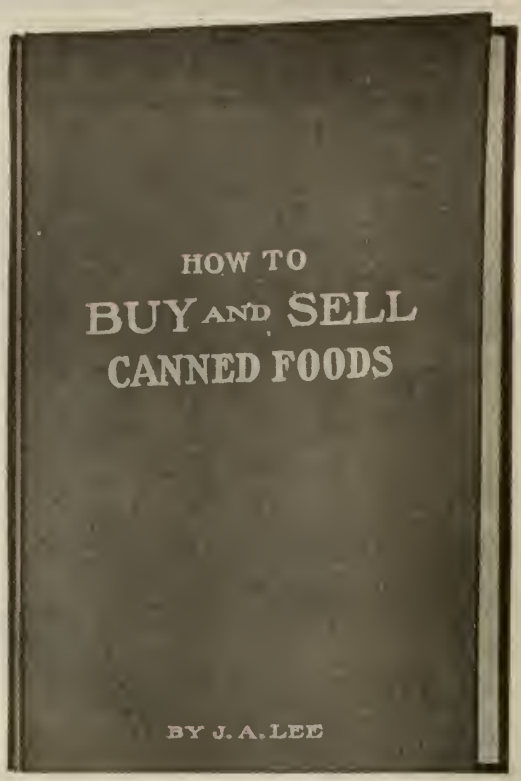
KEARNEY BROS.

LIMITED

WHOLESALE TEA AND COFFEE MERCHANTS

33 St. Peter St. MONTREAL

ESTABLISHED 1874



A Practical Text-Book of the Canning Trade

it was written by a practical man for practical men and intended to help all distributors of canned foods.

INDEX TO CONTENTS

Origin and History of Canned Foods.
How to Regulate Stocks and Purchases.
Apparent and Real Costs.
How to Handle Swells, Leaks and Rusties.
How to Prevent Business Leaks and Stealages.
Buying and Selling Futures in Canned Foods.
Use and Expense of Samples.
Arrangement of Samples in Salesroom.
Employment and Training of Salesmen.
Selling Points Applied to Canned Foods.
A Model Business Organization.
Advantages and Disadvantages of Private Labels.
Advantages and Disadvantages of Packers' Labels.
Window and Counter Displays; Illustrated.
Hard Work and Hard Play.
Established Standards of Quality; for Corn, Peas, Tomatoes and other articles. Also standard sizes and kinds of cans used.

How to Buy, Grade and Sell Canned Apples, Asparagus, Beets, Blackberries, Blueberries, Cherries, Clams, Corn, Crabs, Gooseberries, Hominy, Kraut, Lima Beans, Lobster, Meats, Milk, Okra, Oysters, Peaches, Pears, Peas, Pineapple, Plums, Pork and Beans, Pumpkin, Raspberries, Red Kidney Beans, Salmon, Sardines, Spinach, Squash, Strawberries, Stringless Beans, Succotash, Sweet Potatoes.

This book contains more than 200 pages, is handsomely bound in cloth, printed in neat, clear type, on eggshell finish paper, completely indexed and well illustrated. Price $2.15 per copy, postage paid.

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Book Department

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CLARK'S

COOKED CORNED BEEF

A seasonable seller; prepared from the best of beef only.

Prices right and margin good.

MADE-IN-CANADA CLARK'S CONCENTRATED SOUPS

(CHATEAU BRAND)

For variety, quality and delicacy of flavor take second place to none.

The price of Clark's soups enables you to give your customers the very best goods and value at the low cost.

THE SEASON IS ON. **STOCK NOW.**

W. CLARK, LIMITED MONTREAL

Clark's

Tartan BRAND

THE SIGN OF PURITY

We have secured before the advance a very large import of famous

Phulcherra Garden Teas

These are recognized the highest type of Indian Tea, and we are offering this tea 5c. lb. below the present cost of importation. See our travellers or write for samples.

BALFOUR, SMYE & CO., Wholesale Grocers **HAMILTON**

'Phones, 3596, 3597, 3598, 4656; Night 'Phone, 1807.

Have No Hesitation

in recommending to your best customer

'Bluenose' Butter

It always opens up in excellent shape, and its quality and flavor are remarkably fine. Taste "Bluenose" yourself! Then you'll feel more enthusiastic about recommending it.

SOLE PACKERS.

SMITH & PROCTOR - HALIFAX, N.S.

SMITH AND PROCTOR

SOLE PACKERS

Halifax - N.S.

Sanitary Cans

"The Can of Quality"

Fruits, Vegetables,
Baked Beans, Soups,
Meats and Milk.

Sanitary Can Company

LIMITED

NIAGARA FALLS, ONTARIO

First Place

By careful attention to your customers' needs we have won first place for our Golden Yellow Sugar. Order

St. Lawrence Golden

made from Pure Cane Raws. Best sugar for baking.

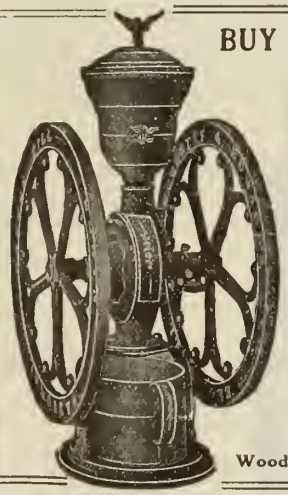
BLACK JACK

QUICK
CLEAN
HANDY

TRY IT

SOLD BY ALL JOBBERS

¼-lb. tins—
3 doz. in case



BUY AN ELGIN NATIONAL
because

It will STEEL-CUT Coffee faster than any other mill of corresponding size.

It can be adjusted while running to grind coffee to suit each individual's taste.

It is the strongest, the most simple, and the best looking mill made.

It costs less than any other mill to buy and nothing to operate—there is no overhead.

Ask your jobber for complete catalogue—there is an ELGIN made to meet your requirements.

Woodruff & Edwards Co., Elgin, Ill., U.S.A.

LARGEST MAKERS IN THE WORLD

Tin Foil—all descriptions
Tea Lead—all gauges and sizes
Metal Bottle Capsules—any size, color or stamping
Collapsible Tubes—plain or colored

ALL BRITISH MADE

Send specification of your needs or samples of what you now use — stating qualities — We will give you BEST QUALITY — BEST DELIVERY — BEST PRICES

BETTS & COMPANY, LIMITED

Chief Office:—1 Wharf Road LONDON N., ENGLAND

The Beverage that Benefits

Sterling BRAND

Raspberry Vinegar

Benefits your customers with a delicious, invigorating summer drink, soothing and healthful to the most delicate.

Benefits you by bringing to your store heavy extra sales that keep growing in size and popularity with the summer.

The moderate selling price makes every customer a steady customer.

Stock up to-day.

T. A. Lytle & Co., Limited
Sterling Rd., Toronto

Shirriff's

DISPLAY BOOTH at THE LONDON CONVENTION

Demonstrating the value of proper display of goods

You have seen the effect of Shirriff's Jelly Powder well displayed; you have tasted the delicious desserts produced by the use of Shirriff's Jelly Powders, and we hope you are convinced that you could sell more.

No matter how much Shirriff's Jelly Powder you have sold we believe that by giving more attention to their display you will easily increase your sales and incidentally your profits.

Send for one of our handsome window displays and try it out.

Mail your request to-day.

Imperial Extract Co.
TORONTO

Western Representatives: H. F. Ritchie & Co., Ltd., Toronto, Ont.

Montreal: W. S. Silcock; Quebec City, Albert Dunn. Maritime Provinces:- W. H. L. Usher, Halifax.

Things Seldom Just "Happen"

There are sound reasons if you look for them

Red Rose Tea is as distinctive in cup quality as it is in name. This didn't just "happen." The reason is that in Red Rose Tea we use a large proportion of the rich, strong teas of Northern India—teas grown in the district of Assam, where the tea bush is said to have had its origin, and where it grows so luxuriantly that the bush in its wild state sometimes reaches a height of 25 feet or more.

These teas, when blended with the finer sorts of Ceylon teas, give that rich strength and pleasing flavor which are the distinctive characteristics of Red Rose Tea.

T. H. ESTABROOKS CO., LIMITED

St. John Toronto Montreal Winnipeg Calgary

COIN PURSES

(Our new penny piece)

NIGHT STICKS
WHISTLES
FLEXIBLE STICKS
CIGARETTES

and a full line of attractive and quick-selling Licorice Specialties.

Order from your Wholesaler

Everything in Licorice for Grocer, Druggist and Confectioner

MADE IN CANADA

National Licorice Company
MONTREAL

Cherry Grove Molasses

2 lb. Tins (cases 36) . . . 95c. Doz.

(Freight Paid in 5-case Lots.)

Rowat's Olives

We have a few lines of these Olives at prices prevailing before the War.

10 oz. Bon Bon Manzilla	$1.45 Doz.
12 oz. Peacock Manzilla	1.45 Doz.
16 oz. Oval Superior Queen	2.35 Doz.

Write, wire or 'phone at our expense — Ade. 867, 1057, 941.

WARREN BROS. & CO.
LIMITED

Queen and Portland Sts. TORONTO

Manufacturers' Agents and Brokers' Directory

The Canadian market is over three thousand miles long and extends from the peach belt to the Arctic Ocean. Manufacturers and merchants can not hope to cover this market satisfactorily or get the best out of their Canadian opportunities without the assistance of local agents. The following firms in all parts of Canada are prepared to act as agents for good lines. The service department of the Canadian Grocer is at the disposal of firms wanting agents or of agents wanting agencies.

ONTARIO.

Established 1859
GEO. STANWAY & CO.
TORONTO
Agents for "Horseshoe," "Tiger" and "Sunflower" Salmon. Fred. L. Myers & Son, West Indian products. Pritchard Rice Milling Co., Texan Rices. Alexander Molasses Co., New Orleans Molasses.

W. G. A. LAMBE & CO.
TORONTO
Established 1885
SUGARS FRUITS

W. H. Millman & Sons
Wholesale Grocery Brokers
Toronto Ont.

Headquarters for Evaporated Apples and Canned Tomatoes.

The Harry Horne Co.
GROCERY BROKERS
Manufacturers' Agents and Importers
309-11 King W., Toronto, Can.
We can place your goods on the market successfully.
(*Correspond with us.*)

W. G. PATRICK & CO.
Limited
Manufacturers' Agents and Importers
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STIRLING & YOUNG
General Brokers Phone Main 4331
27 Wellington St. E., TORONTO
We wish to get in touch with exporters of Raw Sugars.
Reference : : : Bank of Montreal

HENRI DE LEEUW
28 Front St. E., Toronto.
IMPORTER-EXPORTER
FOODSTUFFS
Connections all over the world.

WESTERN PROVINCES.

GEORGE E. MEASAM
COMMISSION MERCHANT
Agencies for confectionery lines solicited. My representatives canvass the retail trade every six weeks in the Country and every two weeks in the City. P. O. BOX 1721,
Edmonton, - - - - - Alberta.

H. P. PENNOCK & CO.,
Limited
Wholesale Grocery Brokers and Manufacturers' Agents.
WINNIPEG.
We solicit accounts of large and progressive manufacturers wanting live representatives.

W. H. Escott Co.,
LIMITED
Wholesale Grocery Brokers and Manufacturers' Agents
Commission Merchants
WINNIPEG REGINA
CALGARY EDMONTON

WATSON & TRUESDALE
Wholesale Commission Brokers and Manufacturers' Agents.
120 Lombard Street
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Domestic and Foreign Agencies Solicited.

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Manufacturers' Agent
Groceries and Heavy Chemicals
Enquiries solicited for shipment from Spot stock Winnipeg or for Import.
757-759 Henry Avenue, Winnipeg

RUTTAN, ALDERSON & LOUND
LIMITED
COMMISSION BROKERS
Representing Canadian and British Houses
Agencies Solicited.
WINNIPEG, - MAN.

BRITISH COLUMBIA.

The Campbell Brokerage Co.
Manufacturers' Agents and Commission Brokers.
We have our own warehouse and trackage. Shipments stored and distributed. Can give special attention to a few good agencies.
857 Beatty Street - -Vancouver, B.C.

NEWFOUNDLAND.

T. A. MACNAB & CO.
ST. JOHN'S - NEWFOUNDLAND
MANUFACTURERS' AGENTS
and COMMISSION MERCHANTS
Importers and exporters. Prompt and careful attention to all business. Highest Canadian and foreign references. Cable address: "Macnab," St. John's. Codes: A, B, C, 5th edition and private.

QUEBEC.

W. J. McAULEY
Commission Broker
Flour, Feed, Grains, Potatoes.
We are open for a good agency in food stuff line, calling on the retail trade,
522 Board of Trade Bldg., Montreal

Want Ads.

If you want a buyer for your business, or have a situation to fill or want a situation, send us a Condensed Advertisement. There is someone who is looking for a proposition such as yours. For two cents a word you can speak across the continent with a condensed advertisement in this paper.

Try it out.

The public realizes

that it is impossible to conduct any business at a loss, indefinitely, and there has been no lack of evidence that the tea trade has been called upon to face serious additional expenditure, not only for teas, during the past months.

The public is also an excellent judge of value for their money.

Their only logical conclusion is that if a tea is of good value for money and is to continue to be of the same quality, then the price must advance.

The same argument will hold good if the cost of teas increases still further, **provided always that the quality is not tampered with.**

The market must be met, but SALADA will never meet it, even fractionally, by reducing quality. The same high quality that has marked its success for nearly a quarter of a century must go into the packets if the cost goes to a dollar a pound.

The quotations in the Prices current at the back of this week's "Grocer" are now in force, but they are only guaranteed from day to day.

"SALADA"

TORONTO MONTREAL

When you sell

HEINZ
57
VARIETIES

PURE FOOD PRODUCTS

You give your customers—
Goods Made in Canada—
from Canadian Materials—
by Canadian Employes.

H.J.HEINZ COMPANY

Canadian Factory:—Leamington, Ont.
Warehouse:—Toronto

Cut Out ALL Spoilage
This Summer

Why be content with merely lessening your spoilage losses, when the Eureka Refrigerator will put a definite stop to ALL loss, and keep things fresh and sweet and well-flavored as when they were shipped to your store?

The Eureka Refrigerator brings you the protection that only science and the best brains in the country can give. For nearly thirty years, more grocers and butchers have used Eureka Refrigerators than any other make. To-day, the majority is even greater—the sales of Eureka Refrigerators are far above any other. There must be some mighty good reason. Write to-day for descriptive and illustrated catalogue. No obligation.

Eureka Refrigerator Company
31 Brock Ave. Limited TORONTO

One Quality Always and That the Best

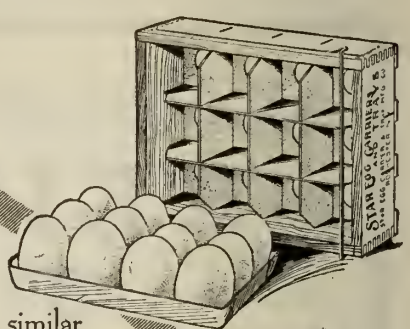
Mustard, the staple condiment, to be good must be the Right Brand and properly prepared. Inferior quality materials are never used in the preparation of

COLMAN'S MUSTARD
OR
KEEN'S MUSTARD
IN SQUARE TINS

They are always uniform in quality and flavor and of superior strength. The trade demands the best: these brands supply it.

Magor, Son & Co., Limited
Agents for the Dominion of Canada
403 St. Paul Street, Montreal
Toronto Office: 30 Church Street

Why Handle Eggs at a Loss When You Can More Easily Gain a Profit?



You may firmly believe that egg handling in paper bags, cartons and similar containers is profitable, but it isn't, as figures prove. How many of your eggs are broken in a week or a month? How many you, personally, know nothing about? Each broken egg means just this—lost profit on a whole dozen. How many customers have become dissatisfied and lost because of broken eggs in their orders? There is just one way to prevent this loss in trade and profit—

The Star System for Safe Egg Handling

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The Tray is left with the customer—there is no delay in the delivery. Your ad on the inside of each Tray costs practically nothing, and yet it's the most valuable advertising space you could buy. Candling the eggs can be done right in the Carrier. Send for our booklet.

FREE *A stencil of your name for marking your boxes, jugs or Star Egg Carriers. Send us your name.*

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CANADIAN GROCER

VOL. XXIX TORONTO, MAY 14, 1915 No. 20

Convention Discusses Trade Ethics

Manufacturers, Wholesalers and Retailers Talk Over Vital Problems—Selling Direct to Farmers' Clubs—Sugar in Packages From Retailers' and Manufacturers' Standpoint—Many Places Represented—Successful Food Show.

Reported by Staff Correspondent.

Left-hand snap: E. M. Trowern, Geo. Ecclestone, G. H. Ellis, Gordon Drake, J. McFarlane and Thos. Shaw, on the Masonic Temple steps.

Centre: Jas. Main, of Hamilton, and "Dad" Mellen, of Brantford, a couple of the pioneers.

Right-hand snap: A Toronto bunch: Milt. Cork, "Don" Nicholson, J. Davison, Neil Carmichael, W. J. Parks, and Fred. Thorne, ready for a morning stroll.

LONDON, May 10.—In last week's issue there was published, up to Tuesday night, a report of the proceedings of the convention of the Grocers' Section of the Retail Merchants' Association, Ontario Branch, which was held here last week. Wednesday's session was a particularly important one in view of the fact that so many resolutions came up for discussion and because a number of the more important were discussed in conjunction with representatives of wholesalers and manufacturers.

Taken as a whole the entire convention was one productive of much good. Of course it is realized in case of a number of the resolutions that the results do not show immediately. In many of these power has been given to the Ontario or Dominion boards to go after certain reforms, and even if a part of them are secured it will mean much to the benefit of the trade of the entire country.

The last day of the convention, too, included the election of officers, and an address on the Fruits Marks Act and the Handling of Fruit, by D. W. Clark, of Toronto; also an address by F. C. Higgins, a Toronto grocer, on the history and work of the Retail Merchants' Association of Canada.

The pure food exhibit in the basement of the Masonic Temple was an outstanding success. During the last day of the convention, Secretary W. C. Miller announced that there would be a surplus from this exhibit of between $275 and $300. Secretary Miller had this matter in hand, and was ably assisted by the active members of the London Retail Grocers' Association, all of whom are to be congratulated on the way they handled this part of the convention.

Thos. Shaw who has been treasurer of the association since its inception was elected without a ballot as chairman of the Grocers' Section for the coming year. Mr. Shaw has been connected with the London Association for a good many years and has consistently followed up association work ever since the Ontario body was thought of. The office is undoubtedly in capable hands.

Resolution No. 3, which was introduced on Tuesday, but which was held over for further discussion until Wednesday morning, is as follows:

"That whereas the manufacturers and the press of Canada are spending large sums of money in calling public attention to the fact that it is an advantage to the citizens of Canada to buy 'Made-in-Canada' goods, and

"Whereas, the Retail Merchants of Canada recognize perhaps more fully than any other commercial class that by buying and selling goods made in Canada, it greatly increases the local circulation of Canadian currency, and keeps trade operating in local localities in which they do business, but the retail trade desires to call the attention of the manufacturers and the press to the fact that there are certain fixed legitimate

overhead expenses in connection with the retail distribution of merchandise that must be met before retail merchants can secure any payment for their personal labor and

"Whereas some manufacturers and wholesalers wholly disregard the overhead selling cost of the retailer; and when Canadian manufactured goods have become well known through the efforts of the press and the retail trade introducing and recommending Canadian goods to their customers, some manufacturers and wholesalers in their anxiety to increase their sales, sell Canadian made goods to some catalogue houses, who having no regard for the interests of anyone beside themselves, or as to whether goods are made in Canada or not, the said catalogue houses catalogue Canadian made goods, either well known staple lines, or imitation goods made to their order, that have been made known to the public, at such prices as to induce the public to believe that all of their lines are at reduced rates, whereas what they lose on the well-known made in Canada goods that have been advertised, they more than make up on other lines that they catalogue and sell, which the people know very little about and,

"Whereas the system adopted by these catalogue houses causes the legitimate retail trade to cease buying such Canadian goods as are so advertised, as it can readily be seen, that no retail merchant, no matter how patriotic he may be, can afford to handle, and should not handle the goods of any manufacturer, whether they are made in Canada or not, if they do not bear sufficient profit to enable the retailer to pay the manufacturer or the wholesaler their accounts, and leave sufficient to give the retail merchant a fair salary.

"Therefore, this convention resolves that we recommend our members not to handle any line of goods, whether they are made in Canada or elsewhere, if they are catalogued, advertised or offered for sale by catalogue houses, or by those who call themselves 'cut rate,' 'price-cutting stores,' or by other persons who use any other similar name to deceive and attract the public, and that a copy of this resolution be forwarded to the Dominion Board with the request that it be sent to the Canadian Manufacturers' Association, or to any manufacturer whom they deem necessary."

There was a great deal of discussion on this resolution and there were many scathing remarks made about those houses which follow up the price-cutting method in order to obtain business. "Anybody can give goods away, but it takes a salesman to sell them at a profit," was the theme that ran through this discussion.—The resolution was adopted.

THOS. SHAW, London, Ont.,
The newly elected chairman of the Grocers' Section for Ontario.

Resolution No. 6.

"Resolved—That it is the opinion of this convention that some retail grocers do injury to themselves as well as to their neighbors by buying imported goods at wine measure and calculating the quantity to be sold, and the cost, by the same measure, and then by selling them at Imperial measure. If this practice prevails anywhere we desire to call the attention of any member to it both for his own benefit as well as his neighbor's."—Carried.

Resolution No. 7.

"Resolved—That it is the opinion of this meeting that the word 'Maple' should not be used in connection with any imitation or substitute for maple sugar, and that it be only allowed on such bottles or packages as contain pure maple sugar, and that this request be forwarded to the Dominion Committee, and they be asked to take it up with the other provinces, and deal with the matter as they deem advisable."

There were some expressions of doubt as to just what the law was in regard to maple products. It was pointed out that the law as passed last year, and which was amended on April 15th of this year, was even more strict in regard to the manufacturing and selling of pure products. W. J. Parks (Toronto), thought the law as it stands at the present time a good one because it protects the honest man and allows him to get a fair price for his pure maple syrup and sugar. This was the general feeling of the meeting.—The resolution carried.

Resolution No. 8.

"Resolved—That whereas we believe that it is not in the best interests of trade that 'bribes' in the form of coupons or premiums should be offered either by manufacturers or retailers for the sale of any line of goods, we, therefore, desire that the same be abolished, and we request that this matter be referred to the Dominion Board, and we ask them to take such action as they may deem advisable to remedy the same."

James Main, (Hamilton), pointed out that there were ten or twelve merchants in Hamilton, among them some grocers, who were giving away an automobile to the person who gets the most coupons in a hundred days. He asked if this were legal. Provincial Secretary E. M. Trowern said that it was not. W. J. Mellen (Brantford), stated that practically the same thing was being done in Brantford. "We ought to jump on this sort of thing with both feet," he said. "There is no inducement in a thing like this to the honest merchant, and the man who is out to get business on his merit and on straight business principles. Too many people were using these schemes to take away trade from the honest merchant without obtaining any profit for themselves. E. M. Trowern stated that the association prosecuted a man in Toronto not long ago but found that the Trading Stamp Act was not sufficiently wide enough. The magistrate dismissed the case, although he thought there was a fraud connected with it, because he didn't think the law was exactly strong enough. The Minister of Justice at Ottawa has been seen and the matter discussed with him, and there is a new clause to be introduced in this Act, and when the time comes every member of this association should back it up by getting the assistance of their local members of Parliament. In answer to a question by W. F. Nichol (Toronto), as to whether the resolution called for an amendment that would include manufacturers as well as retailers in regard to coupons, etc., Mr. Trowern stated that that was the case. "When the Trading Stamp Act was passed," he said, "manufacturers were left out, because we as retailers could not represent them. Now I believe that 95 per cent. of the manufacturers want the same thing as we have."

On motion of Donald McLean and F. C. Higgins (Toronto), this resolution was adopted.

Resolution 9—(Bulk Sales Act).

"Resolved—That whereas a measure was introduced two or three years ago by the wholesale trade into the Ontario Legislature known as the "Bulk Sales Act," and whereas it was found that the proposed legislation was unfair in its provisions regarding its application to the retail trade, and whereas through the opposition of our association it was withdrawn, and a special committee was appointed consisting of retailers, wholesalers and manufacturers, to agree upon some measure that would be suitable and

fair to all concerned, and whereas after several meetings of the above representatives, they unanimously agreed upon a measure that is considered to be a fair and just one, and one that will protect the retail grocer as well as every other retailer, as well as wholesaler and manufacturer, and a measure that meets with the approval of the officers and members of the Ontario Provincial Board, we therefore approve of the same, and request the executive officers to take such action as is necessary to have the same become law."

Asked for an explanation of the terms of this proposed bill, Mr. Trowern pointed out that with the former proposed Bulk Sales Act, if a retailer wanted to sell his business, the buyer would have to ask and get a list of creditors and then when the money was paid over it had to be paid to a trustee who received a certain percentage of the money for handling the case. We retailers objected to that. We got together with a joint committee of the Canadian Manufacturers' Association, the Credit Men's Association, the Board of Trade and retailers. On discussing the situation we came to the conclusion that the fairest bill would cover everybody and not only retailers. The new bill states that before anyone sells his goods in bulk he has got to give his creditors one week's notice and publish the fact in a paper. The purchaser would not be liable for the debt of the seller so long as the buyer got an affidavit that the terms of the act had been complied with, in which case the responsibility would not rest on the buyer at all. This bill applied to not only retailers but farmers, boarding house keepers, etc. On motion of W. R. Butcher (St. Marys) and J. M. Cork (Toronto) this resolution was adopted.

Resolution 10.

"Resolved.—That it is the opinion of this Convention that if any member has a grievance against any railway, steamship, cartage, mail or express company regarding the shortage of goods in delivery, or the prompt settlement of claims for damaged goods, that it should be reported to the Association as well as submitted to the said company, and in this way the claims of the members would be more expeditiously settled."

The grocer seems to have a lot of trouble with the railway companies with regard to damaged and pilfered goods. D. W. Clark stated that on one occasion he noticed something the matter with a case of canned tongue he had bought. He called in the inspector and it was found there were three tins short. He was allowed the claim. A day or so later when he was putting these goods in stock, he found that the pilferer had tried to open three other tins of the tongue and had broken off the little keys. Of course the tins were opened at one or two places and the contents were spoiled, and he got no settlement for these. On another occasion he found in a case of fruit there were two dozen short and three or four bricks put in to make up the weight. As it was some time after he purchased these when he opened them, it was too late. He felt that the resolution did not cover the entire situation.

Neil Carmichael (Toronto) advised the trade to be present when the inspector was making his rounds. "Be on the job," he said, "and don't take the inspector's word every time." Mr. Trowern pointed out that in some lines the railways paid more attention to the Association than to individuals. If the grocers get a sufficient number of grievances we ought to be able to have a man to look after this work, and to do something to overcome it. Another difficulty was pointed out by Mr. Clark in that the merchant must wait until the inspector comes before a package can be opened. Alex. Philips (Ottawa) told a story which indicated that the claims agent of a railway company was really supposed to make his salary out of the claims he could discourage. The resolution, on motion of Neil Carmichael (Toronto) and Alex. Philips (Ottawa), was adopted.

Resolution 11.—(The Soap Question.)

"Resolved.—That whereas a great many attempts have been made by the retail trade from year to year to point out to the manufacturers of soap that the retail trade who handle soap products have just as much right to be paid for distributing soap as the working people who make the soap in the factories have the right to be paid for their labor and, whereas notwithstanding our many appeals to the manufacturers to secure a remedy for our complaint, our complaints up to the present time have not been remedied, we therefore in order to protect ourselves and enable us to be paid for our labor, believe that we should unite and handle a brand of laundry soap bearing a registered trade mark that will be owned and controlled by our association and which will contain more soap and be the best value of any soap placed before the public and which will retail at not less than 6 for 25c."

W. F. Nichol, Toronto, who was the first to propose that the retail trade control their own brand of soap, explained what the Toronto Association had done up to the present time. The association had gone to David Morton & Sons, of Hamilton, and had got their decision to make for the association, under its own brand and label, a bar of soap weighing 12 oz. at $3.50 per hundred bars; and it was their intention to sell this soap at six for a quarter and to push the sale of it. Some hundred cases had already been ordered and the cuts for

Upper left: Robt. Dowson and W. F. Nichol, Toronto; E. F. Mason, Peterboro; Thos. Shaw, London; Chas. McCausland, Paris, and Neil Carmichael, Toronto—lined up.
Centre: J. Davison, Donald McLean and Donald Nicholson, with a London "newsy."
Upper right: Jas. Gammon, Sarnia; Jno. Fell, Toronto; ————————; Wilfrid McCorvie, Chatham, and Jerry Burns, Toronto
Insert on the left is H. C. Beckett, of Hamilton, and on the right E. F. Mason, Peterboro, and Chas. McCausland, Paris, approaching the Temple.

the labels had been made. One of these labels was exhibited among the members. Mr. Nichol further explained that the Association had attempted a somewhat similar thing in regard to tea, and cereals, but these had not come to a head yet. He urged the Association to go in on the tea proposition as well as the soap. Adam Palmer, London, suggested that each case of soap be made to pay a royalty to the Association. The reason that the Toronto grocers decided to go into this matter was the fact that they did not think they were getting a sufficient profit on the brands of soap they had been selling, and which they had to sell at six for a quarter on account of competition, chiefly from the department stores. T. B. Shillington (Blenheim) said that in his town they did not sell soap at six for a quarter. "We keep on good terms with our neighbors," he said, "and it seems to me a strange thing why you men in Toronto, with such a large Association, cannot agree on a better profit." Robert Beck (Ottawa) intimated that the previous speaker did not quite understand Toronto. "I was there," he said, "before I went to Ottawa, and if any Ontario merchant was there for awhile he would find he would be up against it on account of the department stores." W. J. Parks (Toronto) pointed out that the retailers in Toronto were now practically forced to sell soap at 3 per cent. profit. F. C. Higgins, Toronto, also stated that grocers there were compelled to sell at six for a quarter, which is practically cost. "We considered a means for improving our situation," he said, "and this bar as explained by Mr. Nichol was

E. M. TROWERN,

Ontario and Dominion Secretary of the Retail Merchants' Association, whose counsel was called for a good many times during the convention.

the outcome." On motion of Neil Carmichael and W. J. Parks the resolution was adopted.

OFFICERS FOR 1915.

Chairman—Thos. Shaw, London, Ont.

1st Vice Chairman — E. F. Mason, Peterborough.

2nd Vice Chairman — Alex. Phillips, Ottawa.

Treasurer—Donald McLean, Toronto.

Secretaries—W. C. Miller and E. M. Trowern, Toronto.

Executive Committee—F. C. Higgins (Toronto), Adam Palmer (London), Thos. Bowman (Ottawa), G. B. Drake (London), Jerry Burns (Toronto), Jas. Main (Hamilton), Chas. McCausland (Paris), J. W. McCully (Stratford), D. W. Clark (Toronto). Past Chairman W. J. Mellen (Brantford).

Resolution 12.

"Resolved.—That it is the opinion of this Convention that all fruit and vegetables should be sold by weight—and that a copy of this resolution should be submitted to the Dominion Committee so as to secure an expression of opinion on this subject from the members of the other Provinces."—Carried.

Resolution 13.

"Resolved.—That it is the opinion of this Convention that the system adopted by some manufacturers of selling to some large departmental stores at lower prices than they sell to the legitimate wholesale or retail trade is unfair, as it gives these stores an opportunity of still further practising their deceptive tricks of selling some staple, well-known lines at cost, and then fleecing the public on other lines that they are unfamiliar with, and we therefore request the Dominion Board to send a copy of this resolution to the officers of the other Provinces and if this resolution meets with their approval that a copy be sent to every manufacturer in the grocery line in Canada, and take whatever action they may deem advisable to put a stop to this practice."

Some of the members thought there were a few words in this resolution that were a little too strong. Mr. Trowern, who had the day before passed a watch around, told a story about it, which changed opinions quickly. He pointed out that a certain large department store in Ontario advertised this watch as being bought direct from the manufacturer, and that it was being sold at less than wholesale price. The advertisement was cut out of the paper, the watch was bought, and a charge was made against that particular house that there was misrepresentation. It was found it was bought from a wholesale house and that the wholesale price of the watch was $3.71, and it was sold at $4.75, whereas the ad claimed it was being sold at less than wholesale cost. The result was that this house was fined $100 and costs. In another advertisement the firm stated that they were unjustly fined, etc. The resolution was then carried.

Resolution 14.

"Resolved.—That we endorse the action taken by the Poultry Division of the Department of Agriculture in their efforts to educate the retailer, the wholesaler and the farmer to a better understanding as to how to test the quality of eggs, and we further trust that any effort that may be made to improve the selling conditions of eggs through egg circles, etc., will not result in raising the price to the public by limiting the supply."

This was adopted on motion of E. F. Mason (Peterborough) and W. J. Nichol (Toronto).

Resolution 15.

"Resolved.—That whereas legislation has been placed upon the Dominion Statutes known as 'The Inspection and Sales Act,' with the intention of compelling all retail dealers to place upon each package of cereal the weight of the contents thereof, and whereas it is our opinion that such legislation is not only unnecessary, but unworkable at the present time, we therefore endorse the action of the Dominion Board who oppose the application of the same." Carried on motion of Chas. McCausland (Paris) and Donald McLean (Toronto).

B. W. ZIEMANN, Preston, Ont.,

Dominion and Ontario President of the Parent Association, who spoke at the banquet and at the opening session.

Resolution 16.

"Resolved.—That it is the opinion of this Convention that immediate action

A group photo taken on the Masonic Temple steps, London, Ont., between sessions and showers. This represents only a portion of the grocers registered, and includes a few of the manufacturers present.

should be taken to expose the methods of those firms who offer groceries for sale by mail through circulars, and who engage agents to sell certificates to members who pay certain fees on the understanding that they will be able to buy cheaper through the system proposed, than they can from the regular legitimate retail grocer, and that we request that a copy of this resolution be given to the officers of the Dominion Board asking them to take such action as may be deemed necessary to expose and prevent the continuance of this system."

On motion of Alex. Philips (Ottawa) and J. M. Cork (Toronto) this was carried.

Resolution 17.—(The 1 Per Cent. Discount).

"Resolved.—That whereas it is a recognized usage in trade that those who can buy their goods for net cash should receive a cash discount, and whereas the custom prevailed in the retail grocery trade at one time, of giving a special discount of one per cent. for cash, and without consulting the retail trade, the wholesale trade collectively discontinued the practice, greatly to the loss of the cash buyer, we therefore believe that the wholesale trade should be asked to again establish the custom of giving a cash discount and that a copy of this resolution be forwarded to the Dominion Committee with the request that it be taken up with the wholesale trade at once."

Jerry Burns (Toronto) asked if there was anybody who was getting the 1 per cent. In reply several members announced that they were getting it, but nobody said he was not. "I get 1 per cent. off all my stuff," said Mr. Burns, "and if everybody else is getting it, why try to remedy something that does not exist." Neil Carmichael (Toronto) pointed out that in the Guild books it was not legal to give this 1 per cent. "While there has been a good deal of skirmishing in the business," said one of the delegates, "yet I think you will find the majority of the houses will accept your cheque with the 1 per cent. taken off. For a long time there was one house from whom I didn't ask the 1 per cent. Then one day I took it off and I got a receipt O. K. for my cheque. If the grocers outside of Toronto do not get it, they should do as we do. Wholesalers seem to be glad to get the business and the money if we have got it." Mr. Carmichael asked if this was not against the Secret Commissions Act. Mr. Burns replied that it wasn't, because everything was open and above board. H. C. Beckett, wholesale grocer of Hamilton, who happened to be present at the morning session, stated that when the manufacturers reduced the discount to the wholesalers, the latter found that the retailer wanted 1 per cent. off whether it was 30, 60 or sometimes even 90 days, and were not content with it on 10 to 30 days, whichever the invoice called for. "You must remember," said Mr. Beckett, "that our expenses are increasing, and that our net prices are in many cases better than prices wholesalers in other lines selling the same goods are giving even with the discount. For instance, on grape juice our net prices are below the wholesale druggists', even after they allow a 5 per cent. discount.

"If," asked Mr. Beckett, "the wholesalers gave a discount off in ten days, how many would want it in thirty days? Remember," he added, "that it is a sacrifice to be honest. There are dealers who have turned us down, because we have been living up to a principle."

F. C. Higgins (Toronto) asked if he would be guilty of any wrong doing if he accepted goods at lower price than the hear-say standard fixed price. He thought that the selling of goods at a sufficiently low net price was just as good as giving a discount. W. J. Parks stated that he got a discount from some houses; from others he didn't. The resolution on motion of W. J. Parks and Neil Carmichael, carried.

Resolution 18.

"Resolved.—That it is the opinion of this Convention that the time has arrived when we should request the Dominion Board of our Association to make provision for an educational campaign, so as to educate our customers and the public generally, as to what the aims and objects of our association are, and to let them know that those who form the association desire honest

(Continued on page 26.)

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RESOLUTION OF A LIVE WIRE.

"There is a dollar for every penny," was an epigrammatic statement I read the other day. "Don't chase the penny, chase the dollar." I have resolved that this year and in the future I shall give more of my attention to the bigger things in the store and hand over much of the detail work that I have been doing in the past to the clerks. I have discovered that I can make more money by giving more attention to the buying public who come into the store and by showing and explaining to them the new goods that arrive from day to day, than I can by rearranging boxes in the warehouse during business hours, and hunting up empty cases for delivery purposes. In future junior clerks are going to be responsible for this sort of work, while the head clerks and myself pay more attention to the actual SELLING of goods. While I am firmly resolved to hang on to all the pennies, I am going after the dollars more strongly this year.—A.L.W.

Getting Benefits and Giving Nothing

THERE was at least one new merchant at the Grocers' Convention in London who has caught the proper spirit in so far as Association work is concerned. This man, together with his son who is in business in a Western Ontario town with him attended the Convention for the first time. He had been informed by a traveler that he was securing a great many benefits through the Retail Merchants' Association for which he was giving nothing in return. This he was adverse to doing, so with his son he went to the London Convention, joined the Association, and listened to the various deliberations.

When the Conference was over he stated he had learned a great deal—many things that he did not know before—and that he had already received his money's worth.

There are merchants all over Canada who are receiving similar benefits through the work of the Retail Merchants' Association and paying nothing for them. What better work could be done if every merchant contributed the Association fee and gave the men at the head of affairs more money and more power to go after reforms that would put the retail business on a much better basis?

It is up to those dealers who have not joined the organization to answer.

Elevate the Grocery Business

"WE can put the grocer business on a better footing if we only like."

This was a statement made at a recent Association meeting by a prominent retailer. This man pointed out that not long ago, he took a trip through a number of cities and called on the best stores. All these men, he declared, say that the grocery business is a good business, and it is a good business because the men make it good.

There is a point here which should be pursued carefully by every man in the trade. There is a great work to be done, but every merchant must join in to help it along. There is, of course, not much use in anyone drawing attention to evils in the trade, if he does not suggest remedies to overcome them. The grocer in question strongly urged the apprenticeship system for every grocery clerk in Canada. Men who have an Old Country training, he claimed, made the best clerks and the best grocers, and if we could have this system here, and see that the wholesale grocers do not start a man in business unless he is apprenticed, we would put our business on a much higher plane.

Something surely should be done in this regard, and it is a matter for much concern that more retailers do not attend the annual conventions of the Association. These conventions help broaden one's ideas, they give him an opportunity to meet his fellow men and find out what they are thinking and talking about. It gets a man out of the rut.

Merchants and Farmers Co-operating

INSTEAD of there being enmity existing between farmers' clubs in Canada and the retail merchants, there should be co-operation in every community to assist in the building up of that community. It should be clearly understood that the merchants have no criticism whatever to offer to farmers uniting together for the purpose of discussing better farming methods, for getting better prices for their products and for social purposes. Merchants everywhere will encourage this. But they are opposed firmly to farmers uniting to purchase their goods direct.

In the State of Oregon, there was recently held in one of the counties, a meeting which was engineered chiefly by merchants to get the farmers to form a club. The merchants of the town used a great deal of their advertising space in the local papers to call attention to the time and place of meeting, as well as the programme for the day. The merchants also announced that they would close their places of business from 12 to 1.30 p.m. and help wait on tables at the free dinner to be given by the Retail Merchants' Association to all farmers and their wives attending the meeting. In addition to the speakers, the Retail Merchants' Association had provided an orchestra and band music for the occasion. As a result of this interest shown by the business men and their active advertising campaigns an enthusiastic meeting was held attended by nearly 700 persons.

Although it does not say so in the report that has come to hand of this meeting, it is to be taken for granted that the farmers were organizing their club to assist them in becoming better tillers of the soil and to give them an opportunity to get together occasionally and learn one another's ideas and methods. The co-operation which the Retail Merchants' Association gave the farmers is certainly to be commended. Probably it would be a good idea for merchants in the various communities to organize something somewhat similar which would cement the relationships between the farmers and themselves.

Mail Order Craze

RETAIL merchants can do a great deal in the way of curtailing the operations of the mail order houses. If the merchants advertise intelligently in the local papers, it will pay them and at the same time gain the support of the local publisher in the movement towards creating a more loyal feeling toward the home community. The spirit of "Home Loyalty" is being encouraged in many sections and the following notice which has appeared in many rural newspapers will show how the small town publishers are taking up the matter. The following is from a Vernon, B.C., paper:

"It is worth while to stop and think seriously what this sending of money to mail order concerns means locally. It means poorer schools, poorer roads, higher taxes, unemployment. To buy cheap things cheaply never did and never will mean prosperity.

"There is involved in this thing of sending money to large cities for goods which can be purchased from the home merchant, the question of local prosperity. It is a poor policy to tear down the business stability of the home town in order to swell the prosperity of the large city.

"In the long run there can be no gain to anybody in patronizing foreign business concerns at the expense of local concerns. If local merchants cannot get sufficient business to pay the expense of operation, it means that smaller stocks will be carried and that the range of selection will be restricted. It means that fewer clerks will be employed; it means that fewer houses will be built or rented; it means that the growth of the local town or city will be retarded. This means in the long run that the amount of taxes which the rural districts will have to pay will be increased or that the public highways and other conveniences which make for better things will be sacrificed.

"This thing of sending out money in large volume which should be spent at home always strikes back some way or other. The school teacher may send away for her gowns; the boarding house keeper send away for her gowns; the boarding-house keeper away for his needs. Then comes the cry that revenues from local taxation because of decreased business are not adequate to meet expenses. Then school boards are confronted with the necessity of cutting salaries; the patrons of the boarding house become fewer; the sign 'for rent' is seen conspicuously posted on buildings.

"The whole question of local betterment is involved in this foolish mail order craze. If a community is foolish enough to spend its money abroad which should be spent at home, then that community must satisfy itself with poorer schools, churches, roads, theatres, mean-looking towns, everybody in debt, mortgages foreclosed and general business depression.

"If the people would cut out the mail order nonsense for six months, there would be a local prosperity which would surprise everybody. When all the people learn that their own community is most worthy of consideration, when they learn the folly of building up great cities at the expense of their own local towns, then they can be called rational, and not till then."

Those War Tax Stamps

READERS should be fully acquainted with the new war tax stamps and remember that ordinary postage stamps can be utilized instead of the special stamps marked "war tax."

The post office department states that postage stamps may be used for the prepayment of war duties on bank cheques, bills of exchange, promissory notes, express money orders, proprietary or patent medicines, perfumery, wines or champagne, as well as upon letters and post cards, postal notes and post office money orders, the intention being to provide facilities in those portions of the country where excise stamps are not readily available.

Editorial Notes

LOTS OF PEOPLE expect something for nothing. Many a fellow who travels on his uppers wants a lower berth.

* * *

NEVER TAKE SHELTER behind the mistake of a clerk. Make your store good for every contract of its "agents."

* * *

THE FARMER'S TRADE and the tourists' trade. Two of the best directions for pulling business this Summer.

CONVENTION DISCUSSES TRADE ETHICS.

(Continued from page 23.)

goods and honest trading, and that we are banded together for that purpose, and we would further suggest that the Dominion Board be also requested to consider the advisability of having a suitable registered design or trade-mark which could be placed either in our windows or hung up in our stores so that the public would know our aims and intentions, and we request that a copy of this resolution be referred to the next Convention of the Ontario Provincial Board, so that every section of trade in Ontario will have an opportunity of considering the same."

On motion of J. W. McCully (Stratford) and F. C. Higgins, this was adopted.

WEDNESDAY AFTERNOON SESSION

Resolution 19.—(Sugar in Cartons).

"Resolved.—That it is the opinion of this meeting that while some arguments may be produced by the sugar refiners to show the public why sugar should be placed in sealed packages, and large sums of money are being spent to advertise the same, the argument is not of sufficient public importance to warrant the retail trade from abandoning the present plan of selling sugar, and adopting a plan which would cause them to lose more money than they are now losing, when they distribute the same to the public, and inasmuch as the refiners have made fixed arrangements with the wholesale trade whereby they are protected and secure payment for handling sugar, they have made no similar arrangement whereby the retail trade can be protected, or be paid for handling the same, we therefore see no reason why we should be called upon to distribute the refiners' product in package form at a further loss to ourselves, and that the loss that we are being called upon to make by selling sugar in package form be pointed out to the trade generally, and that a copy of this resolution be forwarded to the secretary of the Dominion Committee, and they be requested to submit the same to the officers of the various provinces throughout Canada, and if it meets with their approval, that a copy be sent to the sugar refiners—as well as to the wholesale trade generally throughout the Dominion."

Wm. Forster (Toronto) opened the discussion on this resolution by questioning the good that it would do. "We are not forced to sell any lines which we do not want to sell," he remarked.

Mr. Marshall, a grocery broker from Ottawa, asked why sugar should be singled out in this way. "Did you ever try," he asked, "to weigh 300 lb. of sugar out of a barrel and not be short." There was a chorus from different parts of the audience to the effect that this had been often done and at the same time full measure had been given. In some cases some of them had had one or two pounds over.

D. W. Clark (Toronto) pointed out that sugar varies in price so often that whenever the price goes up a few cents per hundred pounds, the retailer would still have to sell in sealed cartons at a popular price. Rolled oats, he said, for instance, do not vary in price like sugar.

"A salesman came in to me the other day," said W. J. Parks (Toronto), "and wanted me to lay in a stock of two and five-pound packages of sugar. He pointed out that the department stores were not handling it, but on giving me the price, I found that I would make but 13 per cent. on it, whereas overhead expenses are 17 or 18 per cent. I would like to know whether it pays to sell sugar at a loss of 5 per cent.?"

W. J. Nichol (Toronto) said: "The package, you must remember, eliminates the responsibility of the retailer. It is my experience that the general public will pay more for a sanitary package than for an article in bulk. We must also remember that package goods are gaining headway every day, but I would urge that manufacturers put up the goods for the Retail Merchants' Association, and we will see that prices are maintained."

Grocers' Overhead 18 Per Cent.

There was a discussion here as to what the overhead expenses of the average grocer were. One or two maintained that 18 per cent. was rather high. H. C. Beckett, wholesale grocer of Hamilton, gave some interesting figures in this regard. "Some time ago," he said, "I was asked to give a talk to the Hamilton Retail Grocers' Association, and chose as my subject the cost of doing business. I went to a retail grocer who was doing some $110.000 business and who has six or seven delivery rigs running all the time. I found his books to be in a most complete state, with all information as to delivery, stable accounts, repair accounts, etc. I found it was costing him 5 per cent. alone of his sales to cover his delivery. When telephone rent, salaries and everything else was added to this, the expense figured out at 18 per cent." Mr. Beckett contended that these figures were absolutely correct.

R. Anderson of the Atlantic Sugar Refineries gave reasons why he thought package sugar should be sold by the retail grocer. "One feature of our business," he said, " is a policy of putting up sugar in small packages. It was some 20 years ago since I left the Old Country, and at that time there was no retail opposition to selling sugar this way. Sugar in cartons has gained great headway in the United States, and from reliable sources I have found that the greatest development is in packages. This is true particularly with the farmers. When a farmer purchases a bag of sugar, it sometimes gets wet on the way home, and gets hardened and is spoiled. Now the farmer can buy a case of package sugar and while it may cost him a shade more, there is the question whether it will cost you more to sell the package sugar than the bulk. The weighing out always means a loss. Then you have to consider paper bags and string. The cases in which the cartons of sugar come are useful afterwards, but the great point in selling this way is the sanitary feature. Sugar is always damaged by water, and that in itself is one of the great reasons in favor of the carton. On one occasion one of our men was attempting to sell a retailer some sugar in packages—pointing out the sanitary arrangement of the same. This dealer refused to purchase because he maintained that his sugar was kept in an absolute sanitary condition. The traveller asked him where he kept it. He pointed to the barrel and on going over to look at it a black cat jumped out. My contention is, too, that the manufacturer is entitled to individuality in his brands. Package goods are sold in almost every other line. We say that the wholesaler must not sell to the retail trade under a certain fixed price, but it is entirely in your hands whether you get a profit or not."

R. H. Beck (Ottawa) stated that if the manufacturer put the package goods on the market at fixed prices to the consumer, the retailer would be much more in favor of handling it. "We couldn't do that," replied Mr. Anderson, "because sugar fluctuates so rapidly. The package couldn't fluctuate."

H. C. Beckett suggested as a means to overcome the objection of the refiner setting a fixed price to the consumer, that the wholesaler invoice the sugar at retail prices to the retailer, and at the end of the month or some stated period, allow the retailer 2c a pound or whatever the case might call for, as a rebate.

On motion of Thos. Shaw (London) and Neil Carmichael (Toronto) the sugar resolution was left to the Executive, which will take steps to see what can be done later on.

Resolution 20.

"Resolved.—That it is the opinion of this Convention that a more simplified and less expensive system should be adopted by the Courts of our Province for the collection of small accounts, and for garnisheeing the same, and that this matter be referred to the Executive of the Ontario Provincial Board of our association with the request that they prepare suitable legislation and have the

same introduced at the next session of the Ontario Legislature."

This was carried on motion of F. C. Thorne (Toronto) and Alex. Phillips (Ottawa).

Resolution 21.

"Resolved.—That whereas special legislation is being enacted from time to time by the Ontario Legislature and the Dominion Parliament, to safeguard the public against being defrauded, or by making losses through companies who handle moneys secured through or by Friendly Societies, joint stock or mutual companies, but we greatly regret that no provision has been made to safeguard the public from being deceived, by investing their money in co-operative societies, many of which are causing great loss to the investors each year, and we therefore request the Ontario Provincial Board to present these facts to the Government and ask them to make such provision as will safeguard those who are being received by these concerns."

Carried on motion of R. H. Beck (Ottawa) and W. F. Nichol (Toronto).

Resolution 22.—(Selling Farmers' Clubs).

"Resolved.—That in view of the fact that the Dominion Governemnt is spending large sums of money out of the Dominion treasury to encourage farmers to increase their products, and in educational campaigns, and also in experimental stations, which money to a large extent is paid into the Treasury of the Dominion by retail merchants, when they pay duty on the goods they carry in stock, we deplore the action of some farmers, who evidently have not the general welfare of Canada at heart, when they advocate the abolition of retail merchants and the buying of goods in car-load lots, for the purpose of distributing them among themselves, thinking thereby they are saving money, whereas they are doing an injury to themselves as well as to the retail merchants and the public at large, and we therefore recommend that this subject be taken up with those manufacturers, and with those wholesalers, who meet with us during the session at this Convention, arranged for that purpose and we ascertain their views on this subject and have them made known to the trade, and we further recommend that the Dominion Board be requested to take this matter up, and to take such action as they may deem advisable, so as to remedy the same."

In explanation of this, E. M. Trowern said that the Association had received a large number of complaints from members regarding farmers forming clubs in their districts under the Grain Growers' Association, and buying their goods in carload lots direct from manufacturers.

"We object," he said, "to the elimination of the retailer and wholesaler, and I sent a letter to manufacturers and wholesalers, prior to the Convention, to find out if they were selling in this manner. What we want to know is who are with us, and who are against us."

"We are not affected by this resolution," stated Mr. Anderson of the Atlantic Sugar Refineries, "because we are not interested in farmers' clubs, and because we have decided that the proper course to pursue is to sell our sugar to the wholesale and retail trade, and to co-operate as much as possible with the retailer. We may have to sacrifice some business in some directions in order to retain the support of the retail trade, nevertheless we have refused to sell direct to department stores at wholesale prices."

"Can you prevent the wholesaler selling your sugar to farmers' clubs?" asked D. W. Clark. Mr. Anderson replied that they could not.

JAS. MAIN, Hamilton,
One of the new Executive members for 1915.

"Why could there not be a clause in the agreement with wholesalers stating that they must not sell to farmers' clubs, department stores, or co-operative stores?" asked E. M. Trowern.

Urges the Cheapest Channel.

"There are always two sides to a question," said E. G. Henderson of the Canadian Salt Co., "and I think if you stated why it is not expedient to sell farmers' clubs it would have more effect. Our company, I would like you to understand, has never yet sold to any retailer, department store or anyone else not a legitimate wholesaler. Why is it not expedient to sell farmers' clubs? Twenty years ago I decided that the cheapest way to market our products was through the wholesale channel to the retail trade and since that time I have never sold through any other channel. The wholesale trade helped me to get a distribution for salt, and I have continued to give them my support. A question I would like to know is this: Are the retailers loyal to the wholesale trade who protects them, and to the manufacturers who treat them fairly? There are retailers who say every day, 'give me the commission that goes to the wholesale house.' Now that is what I object to. These grain growers are intelligent men. I have met them and I have told them the same thing that I am telling you. I have pointed out to them that the cheapest way is to market our goods through the wholesale and retail channels. If I departed from that system I would have to raise my price; but there are many retailers who want to do away with the wholesaler. Who are the bankers of the retailers? Who carry the retailers' accounts, until they are in a favorable financial position? Who but the wholesaler? Yet when a man gets on his feet, he wants to buy direct. That, gentlemen, is not fair."

E. K. Barnsdale (Stratford) asked: "What has the manufacturer done but made millionaires of the wholesale men and machines of the retailer?"

"Can you dictate to the wholesaler the retail price?" asked Wm. Forster, Toronto.

"I have every confidence in the wholesale trade," replied Mr. Henderson. "They are my agents. I happen to know, too, that there are retailers who are ordering goods for these very same farmers' clubs."

Robt. Wallace of the Battle Creek Toasted Corn Flakes Co., London, said that he was in accord with the resolution. His firm had never yet sold to farmers' clubs, and never will. "Some time ago," he said, " when the Householders' Co-operative Stores were launched we were urged to sell them. We instructed our distributors not to do this, and in spite of many criticisms, we stuck to our agreement with the trade."

H. C. Beckett was asked what the wholesale trade were doing in this regard. "As a Guild," replied Mr. Beckett, "we have never had this matter up for discussion. There is no agreement whatever among us. The matter, I think, ought to be brought up, however. Personally our firm has been approached by farmers' clubs, etc., and we have absolutely refused to sell them, but the trouble is they have bought their goods from non-Guild members. That is the whole difficulty. If every wholesale house were a member of the Guild, we would be all right, and if you bought only from Guild members you would soon have them all in our Association. Some time ago, for instance, a Hamilton grocer was selling a certain fixed price art-

icle at three for a quarter, which should have been 10c straight. A retailer called my attention to it, and I suggested that he write the company and have them look into the matter. He did so, and in a short time this dealer had eliminated the cut price."

Harry Ranahan (London) asked whether the jobber who also sold retail could purchase goods from Guild members at prices under what the ordinary retailer pays. The reply from Mr. Beckett was that the wholesale houses in the Guild are under agreement not to sell either wholesaler or retailer at less than any retailer can purchase the goods—that is, in so far as proprietary lines are concerned. "We have, of course, cases where wholesalers have broken agreements and where they have not been cut off, but we know of others where they have been cut off." In reply to a question from R. H. Beck (Ottawa) Mr. Beckett stated that about 90 per cent. of the wholesalers of Canada were members of the Guild.

W. F. Nichol (Toronto) intimated that the stream should be stopped at its source and not at its mouth. The wholesaler should go to its sourse, the manufacturers, to have the trouble eliminated.

"What is the manufacturer going to do with the retailer," asked Mr. Henderson, "who wants the manufacturer to give him a rebate?"

Mr. Beckett said that the wholesalers were not strong enough to stop the manufacturer and he wanted the assistance of the retailers. "You help us get every wholesaler into the Guild," he said, "and then we will go to the manufacturer."

On motion of Jas. Main (Hamilton) the resolution was then adopted.

Resolution 23.

"Resolved.—That it is the opinion of this meeting that legislation should be procured whereby the manufacturer of any trade-marked or proprietary article should have the right to specify in addition to the exclusive mark he places on it, the conditions under which it should be sold, as well as the price for which it should be sold, and that he should be protected against unscrupulous price cutters and other trade pirates, using his product for deceptive purposes, and we therefore request that this subject be referred to the Dominion Board for the purpose of securing the views of the manufacturers on this subject and taking whatever action they may deem advisable.

Resolution 24.

"Resolved.—That it is the opinion of this Convention that the issuing of licenses for the sale of all foodstuffs, including meat and vegetables, should be under the joint supervision of the Board of Public Health, as well as the licensing officers and councils of the various municipalities, and that no distinction be made between the conditions or fees governing large or small municipalities."—Carried.

Resolution 25.

"Resolved.—That we believe that it is not in the best interests of the trade generally that either the manufacturer, the wholesaler or the retailer should depart from the regular channels of trade for which they are intended, and to which they imply, and whereas this subject has often been discussed at various conferences and conventions between wholesalers, manufacturers and wholesalers, no action has been taken to lay down rules applicable for the Dominion owing to the fact that our organization was not wide enough in its scope. Now, however, that we extend almost Dominion wide, we are of the opinion that this subject should be taken up and dealt with at once and we recommend that the Dominion Committee be requested to prepare a series of questions and submit them to the secretary of every provincial board asking them to submit the same to every local section of the association, and when this is complete let each local section be instructed to keep the Dominion Committee posted as to who are the offenders against the rules provided for."—Carried.

Resolution 26.

Resolved: "That it is the opinion of this convention that the proposals made by some fruit growers of selling their fruit direct to consumers is not in the best interests of the public generally as it will neither reduce the price nor increase the supply, and we believe that as far as possible the names of the fruit growers who desire to be producers as well as retailers should be tabulated and made known to the trade, so that they can govern themselves accordingly. Experience has proven that those producers who resort to the practice of selling direct to the consumer generally charge more than the prices charged by the retail trade and the consumers have difficulty in getting redress in case of damage or misrepresentation."—Carried.

Resolution 27.

Resolved: "That it is the opinion of this meeting that an amendment should be made to the Early Closing Act whereby the merchants of any municipality who desire to close their stores on any afternoon of the week can do so and that this resolution be referred to the officers of the Ontario Provincial Board."—Carried.

Resolution 28.

Resolved: "That this convention endorse the action of the Ontario Provincial Board in protesting against the clauses in the Shops Regulation Act whereby merchants can be prevented from engaging female help after six o'clock on any day of the week, excepting Saturday or days before holidays, and we recommend that the clause referred to be amended and that this matter be referred to the Executive of the Ontario Provincial Board."—Carried.

Resolution 29.

Resolved: "That it is the opinion of this convention that mail carriers who are employed by the government on salary on rural routes, should not be allowed to carry parcels and receive pay for the same in competition with those who are employed by the merchants, and we request that this matter be taken up by the Ontario Provincial Board and if it is found to prevail to any extent that the Dominion Board be requested to call the Postmaster General's attention to it."—Carried.

Resolution 30.

Resolved: "That the Credit Reporting Department of our association, having produced good results for those members who have used it, and as our $100,000 of slow and doubtful accounts have been reported as having been collected by our members during the past year, we recommend that as many members as possible who are not using the department now do so as it will still make the service more valuable for each member and it will enable the lists of delinquents to be extended and thus make the Credit Reporting Bulletin more useful."—Carried.

Resolution 31.

Resolved: "That it is the opinion of this convention that the principle adopted by some departmental stores in the large cities, of selling some well-known and extensively advertised articles at cost, or less than cost price, in order to induce the un-educated and un-thinking masses to believe that all the goods they offer for sale are valued in the same manner, is deceptive and misleading and against the true and fair principles of trading, and that we place ourselves upon record as being opposed to this system of doing business, and that a copy of this resolution be forwarded to the officers of the Dominion Committee and request them to call the attention of all manufacturers of grocery products to it, and ask them to adopt a policy that will prevent these stores from using their goods for such purposes, otherwise it must be pointed out to the trade that the manufacturers who make no effort to stop it are in sympathy with this unfair system of trading."—Carried.

Resolution 32.

Resolved: "That whereas there is some agitation at the present time, in

some municipalities for the opening up and enlarging of public retail markets, where farmers and hucksters will be allowed to sell their products at retail to the public at whatever season of the year suits them best, and without any regard to a continuous and constant service for the public, and at no lower prices, but with the advantage that they pay no municipal or business taxes, they are not subjected to Government Weights and Measures inspection and customers have no redress providing they buy decayed or damaged products. We, therefore, in convention assembled believe that the public should be made aware of the above conditions, through the press and through pamphlets published by our association, and we request the Ontario Provincial Board to take this resolution into their consideration and endeavor if possible to carry out our wishes."—Carried.

Resolution 33.

Resolved: "That it is the opinion of this meeting that it would be greatly in the interest of our organization work, if we could secure volunteers at this convention who would undertake when called upon to visit the various cities and towns in their district and address meetings of retail grocers on subjects of interest to the retail grocery trade, and that their traveling and hotel expenses be paid out of the funds of the Ontario Provincial Committee and that this resolution be an instruction to the executive to make arrangements for the same."—Carried.

Resolution 34.

Resolved: "That whereas no provision has been made up to the present time either by the Provincial or the Dominion Government to provide a proper system for prosecuting those giving short weights and measures in any municipality throughout Canada that this convention recommend that some provision be made for the same and that this matter be referred to the Dominion Board with the request that they take such action as they may deem advisable."—Carried.

Resolution 35.

Resolved: "That whereas it has been proven through experience, and demonstrated by figures that the cheapest possible way in which any product can be distributed is through the retailer, or the one commonly known as the middleman, or the one who stands between the producer and the consumer, and whereas a false impression has been left on the public mind partly created through the publication of some newspaper articles published by persons who have no knowledge of the great retail problem, and largely because very little effort has been made on the part of the retailer to show to the public the important position that we occupy, therefore, we as retail grocers in convention assembled request the Ontario Provincial Board to endeavor to make some provision whereby our importance and necessity can be better made known to our legislators, public bodies, and the consuming public generally."—Carried.

Resolution 36.

Resolved: "That this convention recommend that if any member of this section in the Province of Ontario receives what he considers to be unfair treatment from any commission agent, manufacturer or wholesaler who does business either in this or any other province that the same be submitted to the secretary of the Ontario Provincial Board so that

F. C. HIGGINS, Toronto,
One of the founders of the R.M.A., who spoke on the history of the organization.

it can be investigated and action taken thereon by the association if it be deemed advisable."—Carried.

Resolution 37.

Resolved: "That this convention desire to call the attention of its members to the fact that the Railway Commissioners have now before them a proposition from the railway companies to increase their freight rates from 1c to 2c per hundred all over the Province.

"The effect of this proposal will be practically an advance in freight rates of 2c because the 2c rate applies on 1st, 2nd and 3rd, and in a good many cases 4th class. And we request that this matter be referred to the Ontario Provincial Board."—Carried.

Resolution 38.

"That we, the retail grocers of the Province of Ontario, in meeting assembled, desire to express our appreciation for the hospitality and courtesies which have been extended to the visiting delegates at the hands of the London Retail Grocers' Association, and desire to go on record as appreciating the enjoyable time which we have spent in this city."

Moved by J. W. McCully, Stratford' and seconded by Mr. D. W. Clark, Toronto.—Carried.

Aims and Accomplishments of R.M.A.

F. C. Higgins (Toronto), whose name was on for an address on "Figuring Profits and the Cost of Doing Business," changed his subject on request to that of "Organization." He told how the association was first organized, how it is being conducted and how it does its business. "Our organization," he said, "dates back seventeen years ago, when a group of men in Toronto with the conviction that something should be done to further the interests of the retailer, got together and decided that something would have to be done. In checking over our problems we noticed from past experience what we had to accomplish. We saw the tombstones of various one-line organizations in evidence, and we observed that the work required a broader foundation than a single line afforded. In casting around for a pattern we settled upon the Dominion of Canada of which we form a part. We organized a Dominion Association to look after Dominion matters, and a Provincial board to look after Provincial matters, as well as local boards to look after local matters. We omitted the Senate. At the same time we provided for the different trade sections. While the grocers form the largest body of retail traders, yet we knew that if we could help other sections not so favorably situated in numbers we would be assisting the trade in general.

"Now the grocers meet one another locally to discuss their local questions and provincially for their larger problems. Then when matters of Dominion importance arise, these are taken up by the Dominion Board, and we have the entire Retail Merchants' Association back of us. Among the things that the Dominion Board have accomplished are the abolition of trading stamps, with a law on the statute books making it a criminal offence to give trading stamps by a third party; co-operative stores have continually been urging the Government to favor them by special legislation. We say that if these stores want to organize they should do so as other joint stock companies, and that they should not be given any special privileges. So far we have been successful in our demands. We have been instrumental in putting on the statute books a false advertising law, and we feel that we have as yet only touched upon the

fringe of this. We have established a standard weight for a bag of potatoes in all provinces of the Dominion. Whereas before there were standards in one or two provinces, in others a bag of potatoes might contain any weight. Some years ago we put on a pure food show in Toronto, which was one of the finest things in Canada to educate the consuming public. For this we received the thanks to the chief analyst of the Inland Revenue Department—Prof. A. McGill. The Provincial Board succeeded in excluding the retailers from the Workmen's Compensation Act. While we were instrumental in having the business tax reduced from the proposed 60 per cent. to the 25 and 30 per cent., yet we feel that we are to-day too heavily taxed and out of all proportion to the volume of our business. We are to-day trying to get that percentage reduced.

"I am firmly of the opinion that it is only by keeping everlastingly at it that we can accomplish our object. In municipal matters to-day we are making our organization felt. In Toronto last new year, we went into municipal politics for the first time and succeeded in getting a number of representatives who would be reasonably fair with the retail trade. There are still large questions to be dealt with and it is only by co-operation that we can secure any remedy. There are matters difficult to deal with, but by co-operation among the manufacturer, wholesaler and retailer, we should straighten them out. I am in favor of a fixed price on manufactured goods of a proprietary character. Then we have opened recently new offices in Toronto which are bound to be of considerable prestige in so far as the entire trade is concerned. We are to-day being looked up to more and more and there lies a brilliant future ahead of us if we unite our efforts."

A vote of thanks was tendered Mr. Higgins on motion of E. F. Mason (Peterboro), and J. Burns (Toronto).

The Question Box did not provide a very prolific source for discussion. There was only one question in it, and that was asked in reference to why the convention did not begin on time. Chairman-elect Shaw replied that at conventions of this character, it was up to the delegates to get together at the time stated on the program, but for some reason or other there were only a few present when the opening hour arrived.

The address of D. W. Clark (Toronto), on the Fruit Marks Act and on Methods of Handling Fruit, which appeared in full in last week's issue of Canadian Grocer, was one of the features of the Wednesday program. A hearty vote of thanks was tendered to Mr. Clark, on motion of R. H. Beck (Ottawa), and Adam Palmer (London), with the stipulation added that the address be passed on to the executive for their consideration and giving them power to have it printed and circulated if it were found necessary.

A vote of thanks was tendered to E. M. Trowern, Provincial and Dominion secretary of the Retail Merchants' Association for the valuable information and assistance he rendered the delegates. This was on motion of W. J. Parks and Robt. Dowson, of Toronto, both of whom spoke in glowing terms of the grasp that Mr. Trowern had of association work.

Votes of thanks were passed to the wholesalers and manufacturers for their courtesy in attending the convention.

The place of the next convention was discussed, but the matter was left in the hands of the incoming executive.

During the convention letters and telegrams were read from J. O. McDonald, of Megantic Lake, Que.; The Dominion Sugar Co., Wallaceburg, Ont.; N. C. Cameron, secretary of the New Brunswick branch of the R.M.A.; Geo. E. Bristol, wholesale grocer, Hamilton; J. A. Beaudry of Montreal, the Dominion treasurer; J. D. Wisdom, Allandale, Ont.; and H. C. Ellis, of Ottawa.

Contest for a Scale.

The Brantford Computing Scale Co., of Brantford, Ont., put on a "throw-the-marbles-in-the-barrel contest" at the close of the sessions, and this proved to be an amusing incident. Despite the broad expanse of the mouth of a barrel there were some who missed it. The contest was won by H. C. Bake, of Bake Bros., of Walkerville, Ont., and he carried away a computing scale for his skill.

The Exhibits and Those in Charge.

The Pure Food Exhibits in connection with the convention were of a particularly fine character, many prominent manufacturers being represented. The public of London turned out in pretty good force, particularly on the last day, when the weather was more favorable. The firms who had exhibits and those in charge were: I. X. L. Spice & Coffee Mills, London, Ont.—Mr. Gualchmai and James McKenzie in charge; De Luxe Chemical Manufacturing Co., London—W. J. Brock in charge; D. S. Perrin Co., London, Miss M. Mariott; John B. Paine Co., Toronto—John B. Paine; Imperial Extract Co., Toronto—Mr. Dill; Neal's London Bread Co., London — John Bridge; H. O. Ammonia Co., Toronto—Alex. Hutchinson; Silverwoods, Limited, London — D. Karrigan; St. Lawrence Sugar Co.—G. Mitchell; Canadian Cereal and Milling Co.—Jas. S. McDougall; Canada Sugar Refining Co., Montreal—J. Harley Brown; The H. J. Heinz Co.—E. L. Johnston; Robin Hood Mills, Moose Jaw, Sash.—J. A. Newell; Connecticut Oyster Co., Toronto—Mr. Laird; Harris Abattoir Co., Toronto — F. C. Copp; Old English Piano Polish Co.—W. T. Donohue; Kellogg Toasted Corn Flakes Co., London—T. M. Sibbald; Atlantic Sugar Refineries, St. John, N.B.—Wm. G. Coles; J. J. Dyer Co.—J. J. Dyer; Brantford Computing Scales Co., Brantford, Ont.—Messrs. Howard, Ferguson and Robinson; The Cowan Co., Toronto—C. Dimmock; Dominion Register Co., McCaskey Systems, Toronto — J. C. O'Connor; Taylor Soap Co., Toronto—T. D. Brown; The Western Salt Co., Courtright, Ont.—N. A. Leach; Ingersoll Packing Co., Ingersoll, Ont.—J. A. Wilson and Mr. Somner; The Oxo Co.—E. M. Woolcock; Windsor Salt Co.—Jas. McManus; Gorman, Eckert Co., London—Wm. Gorman; S. F. Lawrason Co., London—A. E. Wells; Dustbane Manufacturing Co., Ottawa—S. Driesbach; McCormick Manufacturing Co., London—Miss Addison; Wm. Clark Co., Montreal—Mr. Hearst; Edward Adams & Co., London—Edward Adams; London Canning Co.—Mr. Webb and Mrs. Gooderham; Lipton's Tea, Toronto—E. A. Andre.

CONVENTION SPARKS.

Who was responsible for the weather man being on the rampage? If lots had been cast who would have been pushed overboard?

* * *

The men from the Capital City had an opportunity of seeing the Ontario landscape alright.

* * *

The Burns family was represented by Jim and Jerry.

* * *

They say that "Dave" Clark likes a game of euchre occasionally.

* * *

They say that the two Donalds—McLean and Nicholson—are Irishmen.

* * *

They say, too, that Fred Thorne slept on a sawed-off couch the first night.

* * *

Official duties of several mayors and aldermen did not prevent them from being on hand when the curtain rose.

* * *

The acoustic properties of the convention hall were probably more suited to a Caruso.

* * *

Food exhibits are the things to draw the youngsters—some of the exhibitors were looking for something that would pull the other way.

* * *

The mouth of a barrel looks pretty big but a number of the grocers found it too small to drop a marble in it.

(Continued on page 35.)

Suggests Trade Be Confined to Guild Members

Wholesale Grocer Urges Retailers at Convention to Follow This Course—Claims That it Would Help Greatly in Correcting Short Profits Allowed by Some Manufacturers—Prominent Extracts From Guild Judgment of Justice Falconbridge.

Address of H. C. BECKETT, Hamilton, at London Banquet.

ON behalf of the members of the Dominion Wholesale Grocers' Guild, I appreciate this opportunity to thank you for the compliment in extending an invitation to attend your banquet, and also to take part in the deliberations of your convention.

Before making observations in connection with the conditions of trade, permit me to bring your attention to a menace that has increased your difficulties, and will continue to do so so long as you encourage it. I refer to the gross misrepresentation of Guild members by travellers representing non-Guild houses. There are wholesalers who believe they gain your patronage and support because they think you have no use for a firm belonging to the Guild.

You should discourage this attitude because it increases your difficulties and makes it almost impossible to cope successfully with the serious problems with which you have to deal. You are continually faced with theorists who claim that the present methods of business are all wrong and that the retail man and the wholesaler have no right to exist. It is the duty of every wholesaler, who expects your support, to face these issues with you and help deal effectively with them. Much confusion at present exists in the United States on trade matters, but we are fortunate in Canada in having the law on business ethics very clearly defined by no less an authority than the Hon. Sir Glenholm Falconbridge, Chief Justice of the King's Bench.

From the Guild Judgment.

In his judgment on the Guild case he said:

1st. When trade conditions are bad and injurious to those engaged in any line of business you have the legal right to organize for the protection and advancement of your common interests.

2nd. Interference with the regular business channels may be prevented by organization, otherwise it would injuriously affect and demoralize the trade, and the consumer would certainly not be better off in the long run.

3rd. It is not unlawful to protect one's trade and those in trade have the right to protect their interests.

4th. Exceptional insight into economic conditions, is necessary to deal with trade matters.

5th. Sellers have the right to impose conditions of re-sale, and it would be dangerous to accept as a settled doctrine of political economy, or proposition in law, that a man, firm, or corporation should be declared to have an absolute right to buy and sell without restriction as to quantity or price.

6th. A regulation fixing a fair profit is not in restraint of trade.

7th. A combination of dealers can refuse to deal with any manufacturer or wholesaler.

8th. Sir Glenholm Falconbridge says, "This is the age of association in business, and confined to proper limits they are laudable."

H. C. BECKETT, Hamilton, Ont.,
A wholesale grocer who has given a great deal of time and thought to the study of trade ethics.

9th. Sir Glenholm says he does not approve of exaggerated assertions as to trade combinations.

10th. He says the retailers are a public necessity and convenience, and have the right to protect their interests.

11th. He says also that price cutters are liable, if they do not maintain the manufacturer's fixed prices, and that manufacturers have the legal right to fix prices.

12th. Sir Glenholm completes his judgment by stating that the proper method of distribution is from the manufacturer to the wholesaler, from the wholesaler to the retailer, and from the retailer to the consumer, and that any interference with these regular and established channels of trade can be of no ultimate benefit to the consumer, and he closes by stating that in a case of so much importance, he carefully considered the numerous authorities cited by him so as to give a very full and elaborate statement of facts.

Suggests Trade With Guild Houses Only.

This being so, now what will your organization benefit you if it is looked upon with indifference by the wholesaler, the manufacturer, and the Government, and not taken seriously. How can you do your part in strengthening your organization? I'll tell you how—do your business with Guild houses only. Why should you do this? Because, if the wholesalers were a unit in organization work, we could accomplish in six months more than you can otherwise do in as many years. If every wholesale house were a Guild member, we could help you as you have never been helped before. Just as you have some retail merchants unwilling to co-operate with you, we have wholesalers taking the same attitude. We believe that present-day evils are due to a lack of proper conception of the value and necessity of getting together. The Wholesale Grocers' Guild is the only organization on record as supporting and backing up the work you are doing. Then why not use your influence in this direction, because if you did you could more quickly eliminate the unfair conditions that prevail and more easily combat the evils that are growing, in an effort to put you out of business. There is a tendency on the part of some manufacturers to secretly sell some favored few on a basis that puts you at a great disadvantage. Such conduct is unfair and dishonest. It can only have one ultimate result, viz., driving out of business many honorable merchants.

For my part, I say to a manufacturer: "If you sell a few on a favored basis, for Heaven's sake sell all on the same favored basis. Don't drive 95 per cent. of the trade out of business by making it impossible to compete."

This is not the time or place to be personal, but I know of manufacturers who are not playing the game fair. I know of manufacturers who are throwing you down. Why do you stand for it? Such a situation is absolutely indefensible, but still it is being done, and you stand for it.

If any manufacturer thinks he can do his business at less expense than doing it through the wholesaler, I always advise him to cut out the wholesaler, and do his business direct, but the most successful and largest manufacturers in the grocery trade do their business through the wholesaler because they get the biggest distribution at the least expense. Then why should they hurt you by selling a few favored ones on a better basis than you buy. It is dishonest, and dishonesty is ruinous to business. You are of far more importance to the manufacturer than you think you are. He can't get along without you as a body. Then why let him put it over you? The reason is, you are too modest, too long suffering.

As a plain honest fact, if you all were engaged in a business that was going to be wiped out by the effect of, say, a tariff change, such a condition would arouse you, because each one of you would be seriously concerned. But you are just as much concerned here, as an individual in connection with your own business.

It must be clear, therefore, as members of a large body, you must join together and express your views vigorously to the manufacturer in order to accomplish anything at the present time. Unless you do that you will fall back and not make the progress you are entitled to, the progress that will come to you if you keep vigorously in the way you are doing.

Be a little more aggressive, be more outspoken. Each of you before me is dependent upon the honesty, integrity and business Christianity of every wholesaler and every manufacturer in the Dominion and, therefore, in view of the present condition of things you must protect yourselves by a vigorous protest against unfair dealing.

It does not make any difference what you do, so long as it is reasonable and necessary for your own protection.

Law Allows Protection.

There has been and is yet in the minds of some people a great deal of confusion with regard to the Combine Act in that respect, but what you have to do, and the law of the land will permit it, is to protect yourselves in order that you may maintain your business in its integrity. The public do not know the true conditions from merely reading the newspapers, and your business is not a matter on which the public is called to think very deeply. There is a feeling that the manufacturers, the wholesalers and the retailers are antagonistic. This is perhaps due to the fact that they stand apart and do not get together often enough to exchange views and ideas.

Such an idea as the three branches of trade being antagonistic is entirely a misconception, for one must be dependent upon the other.

Our failure to get together oftener I can only attribute to indifference and selfishness on the part of a certain proportion of those engaged in the three classes of trade. As a matter of fact, the manufacturers, the wholesalers and the retailers are bound as absolutely and closely together as ties can bind them in their own interests, and the interests of the public.

They stand on common ground, that each one shall make a living and a decent profit.

The interest of the manufacturer is to sell his goods through the wholesaler and thereby secure the cheapest means of distribution to the public. It is to the interest of the manufacturer that the wholesaler handles his goods on a reasonable margin, because if he does not get a profit he cannot pay the manufacturer. It means bankruptcy. It is in the interest of the wholesaler that the retailer makes a profit, or how can he pay the wholesaler?

The manufacturer should be as much interested in the financial condition of the retailer and wholesaler as the wholesaler should be in the financial condition and prosperity of the retailer. The object of the manufacturer is to get his goods on the market and to get the money eventually.

Closer Co-operation Urged.

Now, our Guild's usefulness is to make for honest and fair conditions, and any work we may attempt to do without your co-operation will not be a success. Nobody should object to a man getting a fair, honest, living profit, and with the aid of all the manufacturers, wholesalers and retailers who are willing to join in this important work, we could confidently look for improved conditions and also protection against the many fallacies and innovations in trade that not only fake the public, but, while doing so, are a continual source of irritation to the legitimate trade of the country.

Now, the object of these three classes of trade is to sell as cheaply as possible in order to create trade and avoid undue competition.

It is out of the question, and not within reason that the consumer can get his goods at less than what they cost the manufacturers and distributors with a reasonably good profit added.

You must get down to some fixed, concrete principle of trade. General remarks and ideas are of no great value to you and will not relieve you of the burdens you seek to overcome. Unsatisfactory conditions of trade are due, no doubt, to a confusion of ideas and neglect of concentrated effort to find out just what the disease is, and the remedy to apply. In all organizations it is necessary to maintain loyalty—frank, outspoken loyalty—to the objects of the institution to which we belong. If you do that loyally, you stamp the organization with respect and you improve the character of the business in which you are engaged.

Quantity Prices.

At your convention, and as a result of your careful discussions, you have unanimously decided, among other things hurtful to your interests, that—quantity price is objectionable, because it means discrimination in favor of a few; it means unnecessary tying up of capital; it means overstocking and finally results in a demoralization of retail prices. This evil is not as bad as it used to be, but there is still much room for improvement. The argument in support of a quantity price is that the retailer who buys a large quantity is entitled to a lower price than the retailer who does not. Such an argument sounds natural to the unthinking man of business, but let me tell you that trade is not a natural condition of things. It is complex and artificial, and requires understanding. The same argument that the large buyer should get a lower price, might with equal force be used as an argument that a man who buys one hundred, one thousand, or ten thousand postage stamps should get them cheaper than the man who buys one—or the boy who buys one hundred copies of the London Free Press should get them cheaper than the boy who buys fifty copies.

The Government does not favor the big buyer in the matter of duty on importations.

What Government Is Doing.

The Government inflicts a heavy penalty on a transportation company rebating or discriminating in freight rates. These regulations are artificial, and have been found necessary as a protection to the Government and business interests generally. Does this not, therefore, establish a precedent that regulation in trade matters is some times necessary for the proper protection of the business interests of the community. Gentlemen, you can only keep yourselves safe financially by understanding what this complex artificial state of trade means, and as Mr. Trowern in his letter to the trade says, consider your association obligations as a big part and a very important part of your business.

If anything I have said leads to consultation and discussion of these matters, I will feel that I have not taken up your time in thinking out what I have said to you this evening.

Mr. Beckett pointed out that Dr. Welch of the Welch Grape Juice Co., was one of those who did not believe in a quantity price. "Dr. Welch will not sell," he said, "10,000 cases cheaper than he will one."

Pleasure and Profit at the Banquet

A Happy Mixture of Business and Good Fellowship — Talks on Prominent Trade Topics — Dominion R. M. A. President Tells of the Work Being Done—Retailers Want Better Profits on Many Lines.

Special Staff Correspondence.

NOT the least interesting and important event in connection with the Grocers' Convention in London was the banquet tendered by the London Retail Grocers' Association on Tuesday evening at the Tecumseh House to the visiting delegates. While there was considerable fun and amusement, and while a feeling of goodfellowship permeated the Convention Hall from 8.30 until 1 o'clock, nevertheless interspersed among this all, there was the impression that men were assembled here to listen to good practical addresses that would tend towards the better conduct of their stores and a better idea of the prominence and importance of association work. The chair was occupied by Thos. Shaw, a London grocer, who, later on in the convention, was given the honor of Chairman of the Grocers' Section of the Retail Grocers' Association for the ensuing year. At the head of the table with Mr. Shaw were W. J. Mellen, past chairman; B. W. Ziemann, Dominion and Ontario President of the R. M. A.; D. W. Clark of Toronto, Neil Carmichael, chairman of the Toornto Grocers' Section; Mayor Stevenson, London; E. M. Trowern, Provincial and Dominion Secretary; J. W. Eedy, President of the London Association; Secretary W. C. Miller and F. C. Higgins, Provincial R. M. A. treasurer.

When the King had been fittingly honored, the toast to the City of London was heartily drunk, and responded to by Mayor Stevenson.

On the toast page of the banquet programme there appeared the following quotation: "All quality that is good for anything is originally founded on merit." "That," said B. W. Ziemann, in responding to the toast to the R. M. A. "is true of the Retail Merchants' Association. It is founded on Merit. Every retail merchant in this room is indebted to the Retail Merchants' Association to such an extent that he has no idea of. It was founded seventeen years ago, because of the necessity that was felt for so many changes that would be greatly advantageous to us as retailers. One of the things that brought the association prominently to the light, was the placing on the statute books of the Dominion, a Trading Stamp Act, which made it illegal to give trading stamps, coupons, etc., except under very restricted conditions. During the intervening time there have been many measures up in the House of Commons, which have been discussed by the association. Some years ago there was a Royal Commission formed to evolve an assessment scheme which was eventually shown to have the object of "soaking" the retail merchant. It looks as if that commission decided among themselves to get after us, and we were to be assessed 60 per cent. business tax. After strenuous objection, this bill was modified and now we have a 25 and 35 per cent. assessment instead of the 60 per cent., and you as retail merchants are to-day reaping the benefit of the difference. Through our association, too, the merchants of Ontario are outside of the Compensation Act. Association work in New Brunswick and Western Canada is progressing rapidly and merchants there are awakening to the fact that there is a big duty to perform and that they as merchants must perform it. Our work is no longer in its infancy."

A Wave to Sweep Canada.

"We have been looking forward to this occasion," said E. M. Trowern, Provincial and Dominion secretary of the Retail Merchants' Association, in reply to the same toast, "to start a new era in the grocery business in Canada. To-night and to-morrow is going to be the commencement of a wave that will shake Canada and put the grocery business on a higher plane. Some time ago we met a number of manufacturers who listened to the story of what we wanted. Then they asked us how far our organization reached. We replied that Ontario was well organized. 'Have you 50 per cent.?' was the next question. 'Well, not quite,' was the reply. Then they came back at us with the statement that 'most of their business, anyway, was done in Western Canada.' That gentlemen, meant that it was clearly up to us to get busy and to day, the entire Western Provinces are under the banner of the Retail Merchants' Association. Next week I am, or our president is, going out to Saskatoon and the following week to Red Deer, Alta. I am taking the resolutions you have passed to-day and will pass to-morrow to these conventions, and during the month of May we are going to settle a great many questions that have more or less been delayed for sometime through lack of complete organization. One of the things that we are going to settle for good and all, is this question whether farmers will have the right to buy their goods in carload lots and distribute them among themselves. While I have the highest regard for the farmer, yet I maintain he should stick to his farm and allow the retailer to run his own show.

"My experience all through life has been that when we take the hand of the other fellow we are helping ourselves. That is why we are organized to-day. But we have got to have rules for the trade, just as athletic institutions have to have rules for the game. What sense is there in a grocer selling one hundred bars of soap and only making two cents on the lot? I can tell you we have no more chance of getting along without rules in business than a bow-legged girl has of getting married in her home town. We have got to keep our charts clean and have some system in the way of establishing trade rules and regulations. The time has come when the manufacturer has got to adopt a proper trading policy and then will come the time when we will put his goods first and foremost on ourselves. I want you to remember the fact that you can't help yourself without helping the other fellow."

John Hewitt, representing the Canadian Shredded Wheat Biscuit Co., responded to the toast to the manufacturer. "Some one has said," he declared, "that we were the pioneers in the restricted price plan in this country. And if this plan has been successful, I have to thank you as retailers for your co-operation in making it a success. As the past speaker has said you can't help yourself without helping the other fellow.

"It is my firm conviction that you cannot put your standards too high, and when you place a standard high enough, you must try your level best to reach it." Mr. Hewitt made some patriotic references to the boyes in the trenches doing their part as citizens of the British Empire and asked what the retail grocers were doing to further the interest of the Empire? It was his opinion that if they did their part, they would urge the selling of made-in-Canada goods.

The toast to the Retail Grocers' Association of London, was responded to by Ald. Adam Palmer and Harry Ranahan.

"The retail grocers of London," stated Mr. Palmer, "are live wires, and besides being in a position to get practically everything that we get after, they are a solid bunch of good fellows who interject a good deal of pleasure into their work and their meetings. During the winter season they hold euchre parties, dances, etc., and in summer their picnics are renowned in that part of Western Ontario." Mr. Palmer was pleased to have the Retail Grocers' convention in London and hoped it would not be the last time the Forest City would welcome it.

Harry Ranahan said that the Retail Grocers' Association had always tried to do things for the grocery trade. "Out of some 192 grocers in London, there were 172 members, and they were after the rest. A few doubt the good we are doing, but all we ask is that they come in and see that we are producing results. The London wholesalers are with us too. They are doing their level best to see that no goods are put on the market that do not give the retailer a fair profit. They are working with us in this respect and giving us splendid encouragement.

"There are," said Mr. Ranahan, "certain retailers who will give their five-pound order of tea for instance to the wholesaler, but if they want a hundred pounds they purchase it from the special traveler and buy it direct. My opinion is, that everything being equal, the retailer should give the wholesaler the preference every time. There are a great many retailers who like to buy from the manufacturer no matter whether they get any preference or not. In some cases this may be right, but in the majority it is wrong."

One of the most interesting addresses at the banquet was that by H. C. Beckett of W. H. Gilliard & Co., wholesale grocers of Hamilton, Ont. This address is so important that it is reproduced in its entirety on another page of this issue. It was given in response to the toast to the Wholesale Trade.

Results From Affiliation.

W. J. Mellen of Brantford, D. W. Clark of Toronto, and E. F. Mason, of Peterboro, responded to the toast to Our Sister Associations. "We decided at our last convention," said Mr. Mellen, "to affiliate with the Retail Merchants' Association. We felt that we required their help. We could not run our Provincial organization successfully without their assistance and we consider we have considerably strengthened our organization and in addition to that we have secured free office space and the freedom of the head office of the Retail Merchants' Association. There was at the time some hostile criticism but we undertook to bring our organization in line, and I am pleased to say we have accomplished it. We have not only increased our membership, but we have more money in the treasury and we are far better off. Among other trades there are scarcely sufficient numbers to run a single association successfully, apart from the dry goods men. We, of course, still have the privilege of calling our grocers together to discuss grocery problems just as before, but in any large problem that requires backing up by the entire organization, we have that strong backing behind us."

"We should all try to improve our own business," was the theme of the remarks made by D. W. Clark; "and to elevate the grocery business to a higher plane. We have met here to consider matters for the improvement of the trade in general, and it seems to me that for no good reason the grocery trade has been looked down on in the past by a great many. Our business has been run too cheaply, or a great part of it, and that apparently is the trouble. Any Tom, Dick and Harry can start in the grocery business, but the majority of them never work it up in the proper shape. We should do our level best to elevate our calling by development. We ought, too, to have as much influence as the labor men. We are the big taxpayers of the Dominion, and we should see that more business men are in our governments and municipal offices to look after our interests. By having a convention in this manner we exchange our ideas and improve them and we do good to everybody."

"We are and have been as retailers," said Mr. Mason, in a logical well thought out talk, "small cog-wheels in a large power machine. These wheels it has been possible to eliminate. Some of the people say the middleman should be cut off. We know that that can never be. The wholesaler is the fly wheel of this machine and the manufacturer the engine. Without the fly wheel the machine does not work properly. Of late it has been polished up and is giving a better distribution of power, but it cannot give the proper power without the assistance of the smaller cog-wheels—the retailers. Those cog-wheels need the file—the association file. They are going to run much better and will give the people what they want in the cheapest and best manner—much better than could be secured by one man doing the whole work. We as retailers dispose of two things to the consumer—goods and service. We must give a good service, and the wholesalers and manufacturers are needed to assist us in giving this service. We have of course got to have our profits and we are going to get them. The association has a great deal to do for us and our fellow retailers, and while it is doing good work it is going to do more. It is not our business to merely make a few dollars and salt them down. We must do our part in bettering the conditions and making life worth more for the other retailer who is to come."

The final toast on the program was to the Trade Papers. This was responded to by W. J. Bryans and B. T. Huston.

John Dillon, president of the Ontario Wholesale Grocers' Guild, was present and was asked by the chairman to say a few words.

Watch the Profits.

"We as wholesale grocers," said Mr. Dillon, "cannot exist without you, and it is due to your loyalty to us that some manufacturers to-day are marketing their goods with a profit to you. It is my conviction that if the retail trade would stick together and insist on a profit on everything we would not have so many manufacturers coming along trying to load us all up with unprofitable goods. Your association, however, has agreed that an article which is to sell at a $1.20 a dozen should not cost a dollar. I recall a certain manufacturer who offered us a line like this, and I refused to handle it entirely. The first thing I knew was that certain retailers were buying a 50c line of a certain article to sell at 5c. My advice to you is not to take the bait when a firm comes along and offers you ten cases of a certain line with one case free. It only means that usually he is unloading an extra case on you. We as wholesalers are fighting this sort of thing and we want your co-operation."

R. Anderson, of the Atlantic Sugar Refineries, Ltd., was also asked to say a few words. He stated that as manufacturers, his firm wanted to co-operate through the wholesalers with the retailer and he hoped that this co-operation would be beneficial to all.

Between the various toasts there were a number of vocal solos and duets by W. A. McCutcheon and H. B. Howcroft with A. H. Brittan piano accompanist. The Tony Cortese orchestra provided the musical section of the entertainment. Approval was heard on all sides of the manner in which the London Association prepared and conducted the banquet.

W. A. Holman, Premier of New South Wales, announced at a conference of Australian premiers recently, that the sugar stocks at Sydney and Melbourne probably would be exhausted by the end of July, which would necessitate the importation of a supply from Java, where there is a shortage as the result of the drought.

CONVENTION SPARKS.

(Continued from page 30.)

Our old friend E. J. Ryan doesn't forget the grocers and he knows them all.

* * *

The new chairman, Tom Shaw, is a bowler and a curler and he enjoys a ball game—he'll do.

* * *

Someone says that John Davison can't play euchre—you should see the dents he leaves in the table after the game.

* * *

It's alright to get through with the business but Alex. Phillips would not have you overlook lunch time.

* * *

The convention hall was entirely appropriate for a man with a name like that of the Peterboro delegate—E. F. Mason.

* * *

If, as the Dominion secretary intimates, it is difficult for a bow-legged girl to get married in her home town, we have no doubt the reason why some girls leave home.

* * *

To be in several places at the one time was the duty imposed on Secretary Miller, and he did his duty.

TEA AND SOAP UNDER "R. M. A." LABEL.

Toronto Grocers Decide Definitely on These Two Articles—Cobourg Likely to Get Picnic.

Toronto, May 11—(Special).—The local Grocers' Section of the Retail Merchants' Association is going ahead with the proposition to have tea put up for them under their own label. They already have decided to go into the soap business in a similar way, as described in Canadian Grocer some few weeks ago. The tea question was finally decided upon at their regular meeting in their new rooms at the corner of College and Yonge streets, on Monday evening last. Chairman Neil Carmichael presided.

W. F. Nichol, who has had this matter in hand, reported what he had done in reference to tea. The only question he said, was for the meeting to decide on the selling prices of the tea that would be put up for them. In reply to a question he said the only guarantee that the tea firm would request from the association was that the members who go into it, stand good for the labels if they are not all used up at the end of twelve months. There would, he declared, be about 100,000 labels and the total cost would be not more than $95 or $100. After the entire question was discussed for some time it was moved by Donald McLean, and seconded by J. M. Cork, that the report of the committee be adopted re putting up tea in packages under the "R. M. A." label, and that the retail prices be 35, 40, 45 and 50 cents. This was finally carried.

W. J. Parks suggested that extracts be put up similarly or at least some investigations be made; he thought also that creamery butter could be handled in the same way. There was, however, nothing done in this regard. It was further decided that a contract be drawn up for use between the manufacturer of the soap to be signed by the retailers purchasing same, in order to prevent price cutters getting hold of it. Included in this contract will be a provision that no member of the association can sell out the soap to a non-member. E. M. Trowern suggested a royalty on each case of soap for association purposes, but it was felt that as the matter was in its infancy, it would be better to wait and find out how satisfactorily the proposition would turn out.

The subject of the annual picinc was brought up by D. W. Clark, who with Chairman Neil Carmichael had made enquiries about the boats. It was finally decided that the picnic this year go to Cobourg on June 23rd by Steamer "Turbinia," if this date could be secured as was partly promised by the boat officials. The committee to look after the picnic arrangements was decided on ,and includes F. C. Higgins, W. J. Parks, Donald McLean, F. C. Thorne, Neil Carmichael, John Fell, J. S. Bond, Jerry Burns, W. F. Nichol, Robt. Dowson, J. M. Cork and D. W. Clark, with power to add to their numbers.

The question of fruit being sold wholesale to consumers was introduced by Jerry Burns, who referred to specific cases where fruit was being sold in this way. The meeting decided to send a letter immediately to the wholesale fruit men, pointing out the injustice of this matter and urging them to take immediate action to have it stopped.

DEATH OF JULES COTE.

Manager of S. J. Major, Limited, Wholesale Grocers, Ottawa, Passes Away.

Ottawa, May 9.—After an illness of several months, Jules Cote, manager of S. J. Major, Limited, wholesale grocers, died here last week.

At the time he took ill he left for New York, where he underwent treatment, returning a few days before his death, feeling much improved. He suffered a relapse and died Sunday, three days later.

Although not quite unexpected, his death came as a surprise to his many friends in the grocery business and elsewhere. A man of ability, but of modest disposition, he was nevertheless looked upon as one of the ablest wholesale grocery managers in Eastern Canada.

Born in St. Stanislas de Champlain, Que., in 1879, he came to Ottawa at the age of 13 and attended Ottawa University. Five years later Mr. Cote entered in service with S. J. Major, and at the death of the founder of the firm, he was, although only 23 years of age, handed the responsible position of general manager of S. J. Major, Limited.

His death at 36 years certainly removes from the business circle of Ottawa, particularly, a well known and much regretted figure.

In April, 1904, he was married to Miss Catherine Gravel, who, with three sons, Jules, Paul and Francois, survive him; besides his father, mother, three brothers and four sisters.

His funeral took place Tuesday morning, May 4th, and was largely attended by relatives and representatives of many business activities of Ottawa and surroundings.

SERVICE DEPARTMENT

Editor Canadian Grocer.—I have a barrel of vinegar made from maple sap, but it is not strong enough. What can I put in it to make it stronger?

A widow owed me a store account and afterwards married again. If she has no property in her name can I collect from her husband?

T. S. Marksville, Ont.

Editorial Note.—The vinegar may be brought up to strength by the addition of chemically pure acetic acid in proper amount. Such an article is wholesome and may be sold if properly described. It should be sold with a plain statement to the effect that acetic acid has been added to it.

Regarding the widow's debt: We are afraid you cannot collect this from the woman's present husband. Would suggest that you put it up to him that he is under a moral obligation to pay. If you do this in a pleasant way we think he will see the justice of your claim.

Editor Canadian Grocer:—We would be pleased to have you give us the names and addresses of any Canadian Fireworks Display Companies.

S. D. St. Thomas, Ont.

Editorial Note: So far as we have been able to ascertain there are only two firms of this nature in the Dominion. They are the T. W. Hand & Co., Hamilton, Ont., and the G. A. Holland & Son Company, Montreal, Que.

CURRENT NEWS OF WEEK

Quebec and Maritime Provinces.

The Claremont Grocery Co. have registered at Three Rivers, Que.

R. W. Forester, tea importer, 33 St. Nicholas street, W., Montreal, has moved to 43 St. Sacrament street.

J. B. Peltier et Cie., wholesale and retail fruit, have opened for business at 143 St. Paul street, Montreal.

Thursday, May 13th, being Ascension Day, many of the wholesale and retail stores in Montreal were closed.

H. F. Venn, brother of Reginald G. Venn, sales manager for the Mooney Biscuit Co., Montreal, was among those lost on the Lusitania.

A wire has been received by A. McKim Co., advertising agents, Montreal, that Wilfred Keeble and wife, who sailed on the "Lusitania," are safe. Mr. Keeble is the manager of the London branch of A. McKim, Limited, and had just been to Canada on a honeymoon trip. Mr. Keeble spent three years in Canada as manager of the Oxo Company.

Eight Japanese financiers, producers and exporters are on their way to Montreal and Toronto, under the guidance of Iwao Nishi, Chief Tea Commissioner for Japan to the Panama-Pacific Exposition. Most of them come from Shidzuoka, which is the great centre of the tea-growing and manufacturing industry. Mr. Nishi, who comes from Tokio, is a representative of the Japanese Central Tea Association. Sentaro Ita is a special commissioner for that association. R. Amama is a representative of the Shidzuoka Tea Guild. K. Saka is Tea Commissioner representing Shidzuoka. K. Tamana is president of the Shidzuoka Gas Company. S. Mitsuhaski is the proprietor of the Tea Machinery Manufacturing Company of Shidzuoka and the inventor of many devices for preparing tea for the market. Kumajiro Sano is one of the largest paper napkin manufacturers in Japan and a member of the Prefectural Assembly of Shidzuoka.

Ontario.

John S. Peters, grocer, Toronto, has sold to J. S. Richards.

Geo. R. Wilbur, grocer, Ottawa, is succeeded by John Patterson.

Babcock & Clark, grocers, Bracebridge, Ont., have sold to F. Taplin.

The Co-operative Trading Co., of Port Arthur, has made an assignment.

W. H. Thornton, Bradford, Ont., has sold his general store business to Mr. Auger, of London.

A. E. Lyons has bought the grocery business of C. L. Stone, 230 Withrow avenue, Toronto.

Scrimshaw and Mills, grocers, Napanee, Ont., have dissolved partnership, T. Scrimshaw continuing.

Thomas Upton, a former jam manufacturer of Hamilton, Ont., is a visitor in that city. Mr. Upton is conducting a fruit farm at Isle of Pines, Cuba.

ON THE ROLL OF HONOR.

MAJOR KIMMINS,

A Canadian hero killed at Langemark. He was general manager for E. D. Smith & Son, of Winona, Ont., prior to going to the front.

The Advertising Service Company, Limited, Montreal, are opening a Toronto office in charge of Clarence T. Solomon, who joins that company as vice-president. Mr. Solomon was formerly with H. Gagnier, Limited.

David Ransom, an old resident of Dickinson's Landing, Ont., died on May 7, aged 80. He founded the extensive general store business of Ransom & Son. In 1881 he built the store at Wales, operated by Ransom's Limited, now managed by Howard S. Ransom, a son.

Western Canada.

Edge & Green have sold their general store business in Fenwood, Sask., to M. Orloff.

John Fordyce, general merchant, Welwyn, Sask., is succeeded by Robb, Nicolls & Co.

P. K. Rollins & Co., general merchants, Killarney, Man., are succeeded by McCullough & Rollins.

Fletcher Sparling, the new store manager of the Hudson Bay Co., Winnipeg, was given a hearty official welcome by the heads of departments and other employees at a social function recently.

An anti-German crowd of some 500 attacked the premises of Simon Leiser & Co., wholesale grocers, Victoria, B.C., and did considerable damage when the news of the sinking of the Lusitania reached that city.

The Retail Merchants' Association of Saskatchewan, are having some difficulty getting their money from some hotelmen of that province. A deputation consisting of G. A. Maybee, Moose Jaw; W. W. Cooper, Swift Current; J. L. S. Hutchinson, Saskatoon; F. E. Raymond, Saskatoon; and J. M. Bradley, waited on the government recently, and secured the promise from the premier that in the event of a known case of hiding behind the moratorium to avoid payment of just debts to merchants the license would be taken away from the offender.

As already announced the Retail Merchants' Association of Alberta, will convene at Red Deer on May 18, 19 and 20. Preparations are practically completed by the officials, and it is expected that a large number will be present on this occasion. A Gaetz, who is a merchant in Red Deer, is president of the Alberta branch. Addresses are to be given by S. R. Freeze, secretary of the Calgary headquarters of the Canadian Credit Men's Trust Association, Ltd., H. H. Gaetz, president of the Alberta Pharmaceutical Society, and by E. Michener, leader of the Opposition in Alberta. Among the important questions that will arise are the following: "The Small Debt Court Act," "The Power of Municipalities to deal with the sale of goods to country residents, by other than local tradesmen," "The Disposal by wholesalers and others of bankrupt and assigned stocks," "The Bulk Sales Act," "Cash vs. Credit," "The Necessity for Association." There will also be a question box. The program includes a trip to Sylvan Lake, a summer resort in the vicinity of Red Deer.

Bulk Teas Advance: Ginger Higher

A Week of Advances—Ginger, Bulk Teas and Corn Starch in Toronto—Moth Balls, Cod Liver Oil and Teas in Montreal—Dried Fruits Slow in Both Markets—Possible Advance in Pecan Nuts.

Office of Publication, Toronto, May 12, 1915.

ALL the produce and provision markets are firm and high with the exception of the egg market. There is an enormous consumption of eggs, but it does not seem to be so large as the inordinately large supply. The United States warehouses on May 1st had over half a million cases on hand more than they had at this time last year. In Ontario the storing of new-laid eggs has been going on for two or three weeks and last year it did not begin until about the present date. The fact is there has been such a superabundance of eggs that no matter what inroads have been made by consumption there has been a plethora. In the States they have so many eggs that they don't know where to put them. Most storage facilities have been taken up for beef, meat and so forth, and there is hardly any room for eggs. In consequence, the merchants over there are doing their best to export and this is naturally a bear influence upon our market prices here in Canada. Eggs are therefore a trifle lower this week and to the trade are worth 22 to 23c per dozen.

It might be said that this storing which has been going on by the egg man is a fairly bold move, in view of fact that the months of heaviest production are this (May) and the next. If production is any heavier than it is at present, and the market tendency continues downward, there will be a glut of eggs on the market. For that reason egg men have a nerve if they store eggs at present prices.

Cheese continues to be very strong on the market. Not only is the old cheese higher still, almost out of sight, but the new make has advanced in price this last week. New large is now selling at 19c and new twins 19¼c. For cheese at this time of the year, with the new make coming along, these are exceptional prices. But the export demand for Canadian cheese continues unabated, and we see by advices from England that over there they haven't got as much cheese by a long way as they could take. Butter prices are unchanged but rather easier, because the make is on the increase, so the demand is fairly considerable.

The sinking of the Lusitania acted as a bear on the wheat markets for two or three days. No. 1 Northern wheat went down to $1.64¾, but at this time of priting is up again to $1.68½. No. 2 and No. 3 wheats have likewise proved resilient.

Flour, in common with wheat, experienced a slight bear movement for two or three days, but has firmed up some and prices are now fairly strong. There is not, however, very much doing except that there is some demand for Manitoba spring wheat flour in Great Britain. Domestic business continues fairly easy and the only reason that prices keep up is that they are in accord in some sort with the wheat market. On the other hand they are still below the market, and while there is comparatively very little business being done in flour, we shall not expect to see lower prices for some time yet. Business in mill-feeds is still more or less dead, the coming of the new grass having cast a damper on whatever business activity there was last week.

Bulk teas, following the lead of package teas, are advancing, particularly the lower grades, which are most difficult to get and highest in the primary markets.

Markets in Brief

QUEBEC MARKETS.

FLOUR AND CEREALS—
- Wheat drops when Lusitania sinks.
- Buying of flour falls off.
- Early pastures affect feed demand.
- Quietness in rolled oats.

PRODUCE AND PROVISIONS—
- Provisions advance with hogs.
- Hog market up 50c this week.
- Pure lard prices raised ¼c.
- Lower cheese and butter prices coming.
- Pasturages favorable to lower prices.
- Egg supplies heavy, market easier.
- Scarcity of fowl for ten days.

FRUIT AND VEGETABLES—
- Strawberries below 10c per pint.
- Oranges and lemons advance again.
- Bananas scarce and higher.
- Celery and mushrooms decline.
- New potatoes quoted at $7 bag.
- Startling drop in rhubarb prices.
- Spinach declines to $2.50 per bbl.
- Tomatoes still command high price.

FISH AND OYSTERS—
- Haddock and codfish scarce.
- Lower prices in Western halibut.
- Lake and river fish plentiful.
- Carp, trout, and whitefish decline.
- Scollops, shrimps and crabs in demand.

GENERAL GROCERIES—
- New imported Patna rices not offering.
- Bean and pea markets continue high.
- Splits down, scarce, little demand.
- Higher shelled walnuts likely.
- Dried fruits up with better news.
- Possible advance in peanut quotations
- Black bulk tea prices up 5-6c lb.
- Mothballs up 5c lb.
- Bluestone advanced.

ONTARIO MARKETS.

FLOUR AND CEREALS—
- Temporary bear wheat market.
- Mill feeds much easier.
- Flour generally dull.
- Export demand for Manitoba.

FISH AND OYSTERS—
- Lobster cheap and plentiful.
- Trout still a leader.
- Whitefish getting the business.
- Sea fish hard to get.
- General trade good.

FRUIT AND VEGETABLES—
- Strawberries much lower.
- Bananas advance 50 cents.
- Oranges and lemons higher.
- Pineapples cheap and plentiful.
- Spies the only apples.
- New beans coming.
- Asparagus and mushrooms lower.

PRODUCE AND PROVISIONS—
- Pure lard higher.
- Butter situation easier.
- All cheese advanced.
- Newlaids slightly easier.
- Storing goes on apace.
- Demand for broiler chickens.

GENERAL GROCERIES—
- Tea declines a farthing at London auction.
- Sugar situation easy.
- Bulk teas higher to trade.
- Ginger prices up.
- Scarcity of Valencias.
- Nut prices changing.
- Corn starch higher.

QUEBEC MARKETS.

Montreal, May 13.—The battle of Langemarck, with its long list of casualties, has had some effect on business. Importers report falling off. But the better news of the past week has put new life into things, importers of dried fruits stating that the demand has increased fully a third over week previous. Wholesalers have nothing to complain about, demand both from country and city continuing to be good.

Business in seeds is being wound up. It has been one of the most successful seasons for wholesalers for many years. With the summer coming on, the retailer will shortly be placing orders for peanuts. Following the fire in Virginia last week, it would not surprise anybody to see prices go up. Several manufacturers of brooms have advanced their prices 25c per doz., and a further advance is likely if the price of corn continues to advance.

The cocoa bean market remains steady, with prospects of higher prices.

The Trinidad crop is small one this year owing to large crop last year.

There will be quite an advance in prices of imported Scotch kippers and tomato sauce herrings; in fact, orders booked for delivery by the first steamship into Montreal were only filled in part, and it is problematical whether it will be possible to fill the balance this season or not.

Prices on Ceylon, India and Java bulk teas were advanced this week on an average of 5c to 6c per lb. There are now no cheap grades. Medium grades are costing 30c to 36c lb., and high grades 38c to 45c. This is first advance for a long time, but the market has been getting firmer right along. This amounts to an advance of 10c to 12c per lb. since the war broke out.

Canned scollops are now quoted $1.90-$2—a decline of 20c per doz. This is considered a big reduction. Scollops are splendid for soup, but is not yet a well known article.

Other changes are an advance in bluestone to 9-12c per lb.; an advance in cod liver oil to $2.50-2.75 per gallon (an advance of 75c per gallon), probably due to difficulty of fishing and getting it from Norway; and an advance in moth balls of 5c (the new price is 12-14c, probably due to scarcity of constituents). Blueberries in 2-lb. tins are getting scarce, but price unchanged. There was not a large crop of blueberries last year.

SUGAR.—The raw market was firm on Tuesday, but no changes had taken place in the price of refined. There was a moderate demand from the refineries—slightly better than for the past week or two. Demand from the retail trade is holding up well.

	Per 100 lbs.
Extra Granulated Sugars—	
100 lb. bags	6 65
20 lb. bags	6 75
2 and 5-lb. carton	6 95
Yellow Sugars—	
No. 3	6 50
No. 1	6 25
Extra Ground Sugars—	
Barrels	7 05
50 lb. boxes	7 25
25 lb. boxes	7 45
Powdered Sugars—	
Barrels	6 85
50 lb. boxes	7 05
25 lb. boxes	7 25
Paris Lumps—	
100 lb. boxes	7 40
50 lb. boxes	7 50
25 lb. boxes	7 70
Crystal Diamonds—	
Barrels	7 30
100 lb. boxes	7 40
50 lb. boxes	7 50
25 lb. boxes	7 70
Cartons and half cartons	8 05
Crystal Dominoes, cartons	8 15

DRIED FRUIT.—The retail trade has been buying freely of dried fruits, particularly apricots and peaches, in which lines some low prices have been quoted of late. Quality is said to be excellent. The following are quotations: — Apricots, 11½ - 12½c, and peaches, 7½-8½c. Selected Valencias are quoted at 8½c, and Valencia 4-crown layers at 9c. The demand for fruits, both California and Spanish, in packages and loose, is good. A general assortment business is being done. Importers, who reported a grave dropping off in business last week following the reverses in Flanders, announce now that the demand has picked up surprisingly, and is 33 per cent. better than previous week. A little improvement in demand has effect of raising prices in primary market, as it is well known that stocks being carried are light. California seded raisins were advanced 1c per lb. by importers because of improvement in demand. Sultanas are being offered more freely, prices being a cent higher than in April. Good dates, selling to the retailer for 7½c, are cheap. The currant market is strong.

EVAPORATED FRUITS.	Per lb.	
Apples, choice winter, 50-lb. boxes	....	0 08
Apples, choice winter, 25-lb. boxes	....	0 08½
Apricots	0 11½	0 12½
Nectarines, choice	....	0 11½
Peaches, choice	0 07½	0 08½
Pears, choice	....	0 13½
DRIED FRUITS.		
Candied Peels—		
Citron	0 20	0 21
Lemon	0 13½	0 14
Orange	0 13½	0 14
Currants—		
Amalias, loose	....	0 07½
Amalias, 1-lb. pkgs.	....	0 08
Filiatras, fine, loose, new	....	0 07
Filiatras, packages, new	....	0 08
Vostizzas, loose	....	0 09
Dates—		
Dromedary, package stock, per pkg.	....	0 09
Fards, choicest	....	0 12½
Hallowee, loose	....	0 08
Hallowee, 1-lb. pkgs.	....	0 07½
Figs—		
8 crown, 12 lb. boxes, fancy, layer, lb.	....	0 14
7 crown, 12 lb. boxes, fancy, layer, lb.	....	0 14
6 crown, 12 lb. boxes, fancy, layer, lb.	....	0 13½
1 lb. glove boxes, each	....	0 12
Prunes—		
30 to 40, in 25-lb. boxes, faced	....	0 14
40 to 50, in 25-lb. boxes, faced	....	0 13
50 to 60, in 25-lb. boxes, faced	....	0 12
60 to 70, in 25-lb. boxes, faced	....	0 11
70 to 80, in 25-lb. boxes, faced	....	0 10
80 to 90, in 25-lb. boxes, faced	....	0 09½
90 to 100, in 25-lb. boxes, faced	....	0 09
Raisins—		
Malaga, table box of 22 lbs., 3-crown cluster, $2.60; 5-crown cluster	....	3 60
Muscatels, loose, 3 crown, lb.	....	0 09
Sultana, loose	0 10	0 11
Sultanas, 1-lb. pkgs.	0 11½	0 14
Valeucia, selected	....	0 08½
Valencia, 4-cr. layer	....	0 09
Cal. seedless, 16 oz.	....	0 11
Seedless, 12 oz.	....	0 09
Fancy seeded, 16 oz.	....	0 10
Choice seeded, 16 oz.	....	0 09½

Prices quoted on all lines of fruits are liable to be shaded for quantities, according to the state of market.

TEA.—A cable received here to-day from Japan states that on the earliest leaf an advance has taken place of 5 per cent., for various reasons, but most of this tea is bought by the United States. Importers here are now awaiting cable advices regarding medium teas. Black teas continue as scarce and as high as ever. As far as can be learned, no further advances have taken place in prices of package teas, though some are expected before long. Advances were made in the prices of Ceylon, India and Java black bulk teas this week, amounting to 5-6c per lb.

RICE.—Importers of British milled rices are not quoting, as their prices are entirely out of the question. No new Patnas are offering at all.

	Per cwt.
Rangoon Rices—	
Rangoon "B"	3 70
"C.C."	3 60
India bright	3 85
Lustre	3 95
Fancy Rices—	**Per cwt.**
Imperial Glace	5 60
Sparkle	5 70
Crystal	5 45
Ice drips	5 80
Snow	5 70
Polished	4 85
Pearl	5 05

Prices are per 100 lbs., packed in bags (250 lbs.), half-bags (100 lbs.), and quarter-bags (50 lbs.); add 10c per 100 lbs. for pockets (25 lbs.), and 20c for half-pockets (12½ lbs.).

	Per lb.	
Imported Patna—		
Bags, 224 lbs.	0 06	0 06½
Half bags, 112 lbs.	0 06¼	0 06
Quarter bags, 56 lbs.	0 06½	0 06½
Velvet head Carolina	0 09¾	0 10¼
Sago, brown	0 06½	0 07
Tapioca—		
Pearl, lb.	0 06½	0 07
Seed, lb.	0 06½	0 07

MOLASSES.—Prices being quoted f.o.b. Barbadoes are about the same as for past two or three weeks, the difficulty in getting shipments being worse than before. Planters are holding up their prices, and wholesalers here believe the situation for them will be worse after buyers have held off for several months, as their stocks will have to be disposed of, whereas if they accepted a reasonable offer to-day they could unload.

	Prices for Island of Montreal.	
Barbadoes Molasses—	Fancy.	Choice.
Puncheons	.45	.41
Barrels	.48	.44
Half barrels	.50	.46

For outside territories prices range about 2c lower for fancy; nothing for choice.

Carload lots of 20 puncheons or its equivalent in barrels or half barrels, to one buyer, may be sold at "open prices." No discounts will be given.

Corn Syrups—		
Barrels, per lb., 3¾c; ½ bbls., 4c; ¼ bbls.	....	0 04¼
Pails, 38½ lbs., $1.95; 25 lbs.	....	1 46
Cases, 2 lb. tins, 2 doz. in case	....	2 65
Cases, 5 lb. tins, 1 doz. in case	....	3 00
Cases, 10 lb. tins, ½ doz. in case	....	2 90
Cases, 20 lb. tins, ¼ doz. in case	....	2 85
Maple Syrups—		
New, pure, per 8½ lb. tin	0 75	0 80
Pure, in 15 gal. kegs, 8c per lb. or, per gal.	....	1 15
Maple sugar, pure, per lb.	0 10	0 12

COFFEE.—Business and prices remain steady. The market, as for many weeks past, is without feature.

Coffee, Roasted—		
Bogotas	0 26	0 30
Jamaica	0 23	0 24
Java	0 31	0 36
Maricaibo	0 22	0 25
Mexican	0 27	0 28
Mocha	0 33	0 36
Rio	0 17	0 20
Santos	0 21	0 23
Chicory, per lb.	0 10	0 12

NUTS.—A big fire occurred in Virginia recently, burning 60,000 bags of peanuts. The Suffolk Peanut Co. was the loser. With a heavy demand likely to be felt shortly, a firmer market is likely to result from this loss. No. 2 Spanish peanuts are oversold, and are not obtainable for prompt delivery. Nuts in shell continue quiet. While wholesale houses are offering the trade shelled walnuts as low as 32c and 33c, they are having to pay this price themselves for new stock. It is believed that stocks carried by some wholesalers are not big. Thus prices are likely to be up before long. Almonds in primary market are weaker by ½c this week, no reason being assigned to this change beyond fact that there is a dropping off in demand.

Almonds, Tara	0 16	0 18
Grenobles, new	0 14	0 16
Marbots, new	....	0 12
Shelled walnuts, new, per lb.	0 33	0 34
Shelled almonds, 28-lb. boxes, per lb.	....	0 38
Sicily filberts	0 13	0 14
Filberts, shelled	....	0 28
Pecans, large	....	0 18
Brazils, new	....	0 12½
Peanuts, No. 1, 12¼c; No. 2	....	0 11½
Peanuts, No. 3	....	0 10

SPICES.—Recent heavy arrivals of peppers have nearly all gone into consumption. Futures are higher than spots. Sellers of carload lots in New York are reluctant to trade, preferring to await developments of the next week.

Cinnamons and cassias are stronger, and likely to continue. Advices from London are to the effect that gingers are going up. There is no special demand from the retail trade.

	5 and 10-lb. boxes.	¼-lb. pkgs. dozen.	¼-lb. tins lb.
Allspice	—0 17	0 70—0 80	—0 24
Cassia	—0 23	0 78—1 05	—0 31
Cayenne pepper	—30	1 06—1 21	—0 36
Cloves	—0 41	1 21—1 31	—0 48
Cream tartar—40c.			
Ginger, Cochin	0 18—0 24	——	——
Ginger, Jamaica	—0 23	1 00—1 15	—0 31
Mace	—0 80	1 00—1 15	—1 00
Nutmegs	—0 40	1 08—1 26	—0 75
Pepper, black	—0 25	0 90—1 00	—0 31
Pepper, white	—0 34	1 16—1 29	—0 40
Pastry spice	—0 23	0 95—1 20	—0 31
Pickling spice	—0 16	0 85—1 00	0 80—0 95
Turmeric	0 21—0 23	——	——

Lower prices for pails boxes or bollers when delivery can be secured.

Cardamon seed, per lb., bulk	2 00	2 50
Carraway—		
Canadian	——	0 13
Dutch	0 15	0 16
Cinnamon, China, lb.	0 20	——
Mustard seed, bulk	0 19	0 23
Celery seed, bulk	0 36	0 46
Cayenne chillies	——	0 35
Shredded cocoanut, in pails	——	0 19½

DRIED VEGETABLES.—Market for beans continues strong. Wholesalers continue to pay $3 for 3-lb. pickers, but demand is small. Split peas are down 25c per bag in primary market. The stock is said to be practically exhausted, but one cannot tell, as the farmers may be holding back their supplies. Wholesale grocers are only buying in 50-bag lots owing to high price.

Beans—		
Canadian, 3-lb. pickers, per bushel	3 00	3 30
Yellow, per bushel	——	3 25
Yellow eyes, per bushel	——	3 25
Lima, per lb.	0 07½	0 08
Peas, white soup, per bushel	2 85	3 00
Peas, split, bag, 98 lbs.	——	5 25
Barley, pot, per bag	——	3 00
Barley, pearl	——	4 50

ONTARIO MARKETS.

Toronto, May 13.—The Lusitania disaster coming in more or less conjunction, as it did, with the casualty lists in connection with Langemarck, has been responsible for a marked effect on business. These shocks do more than paralyze the country from a sentimental point of view. They influence trade as well, and this is a time when we need all the encouraging and no discouraging factors in our commercial life. An instance of the ill-effect of the Lusitania outrage came to our notice. A man was ordering from a wholesaler and news of the sinking came. Right away he quit ordering, told the wholesaler, "No, that's enough. We don't know how trade will turn out now. This thing will put a kink in it." Whether this attitude is right or wrong is irrelevant. The fact for us is that it exists and must be combated by hard work and judicious optimism. This is a time for careful buying, but it is important to remember that it is not a time for any false economy.

There is money in the country and we hear again and again that the country towns are in good shape. They feel the effect of the war less there than in our commercial centres. The writer met a man the other day who had sold eleven thousand dollars' worth of bonds to a merchant in an Ontario city, and he wasn't in a big way. Collections in Toronto, Hamilton and London are keeping up well.

Package teas are not the only ones to advance. Bulk teas share in it, particularly the lower grades. Tea that sold wholesale for 25c is up to 28c. As to package teas, there is nothing new to be learned except that the firm who advanced prices last week, while not committing themselves, admit the possibility of still higher prices yet if the market does not change.

Ginger is up a cent a pound in all grades and is very firm at that.

The glass jars containing corn starch, manufactured by the Canada Starch Company, have advanced. They cost $2.40 a dozen now instead of $2.25, the increase being 15c.

SUGAR.—Business is fair and as many buyers were short stocked, the recent reduction has impressed a few to buy. It looks, however, as if it was a case of necessity, and that they did not buy before they had to do so. Market condition is steady and fairly sound, though no price change is looked for.

Extra Granulated Sugars, Montreal Refined—per 100 lbs.	
100 lb. bags	6 71
20 lb. bags	6 81
10 lb. bags	6 86
2 and 5-lb. cartons	7 00
Nova Scotia refined, 100-lb. bags	6 61
New Brunswick refined, 100-lb. bags	6 71
Extra Ground Sugars—	
Barrels	7 11
50 lb. boxes	7 29
25 lb. boxes	7 41
Powdered Sugars—	
Barrels	6 91
50 lb. boxes	7 11
25 lb. boxes	7 31
Crystal Diamonds—	
Barrels	7 36
100 lb. boxes	7 46
50 lb. boxes	7 56
Cartons (?? to case)	8 11
Cartons (50 to case)	8 61
Crystal Dominoes, cartons	8 11
Paris Lumps—	
100 lb. boxes	7 46
50 lb. boxes	7 66
25 lb. boxes	7 76
Yellow Sugars—	
No. 1	6 31

Barrels granulated and yellow may be had at 5c per cwt. above bag prices.

TEAS.—The market at the London, Eng., auction yesterday declined a farthing, for which teamen are truly thankful. But it is only a drop in the bucket, and there would have to be many such declines before prices would assume their pre-wartime levels. Moreover, the last decline of a farthing, which was a couple of months ago, was followed by an advance the next week of a penny, so that this present decline augurs nothing.

New season's Indians are on the market, although no auction has yet been held in Calcutta. A prominent tea-growing concern represented in Toronto stated that they sold their first invoice of Syhlet Indians at private sale, at a price equal to 29½c, and everyone knows that the first crop Syhlets are about the poorest teas produced in India and Ceylon. That may or may not portend high prices for new Indians. We shouldn't like to predict.

There is no news of any further advance in tea prices to the trade in Canada. The retail trade, taking it by and large, is fairly well stocked, because there was heavy buying a couple of months ago before the budget came down. So that buying is not exceptionally large. There are those, however, who were buying cautiously right along and the higher levels announced last week are making no appreciable difference to their orders.

DRIED FRUITS.—There is a marked scarcity in Valencia raisins, which are now more or less cleared up. A sudden demand, however, necessitated some supplies, and we hear that Toronto has been buying from Montreal on this account. We quote 9½ to 10 cents; latter price gets lots of orders. Other business is more or less dull. Peaches and apricots are getting a fair demand. Currants are easy with little buying. Spot prunes are exceptionally scarce, but so is the demand. Buying for futures has settled down now, and prices have struck bottom. Dates are firmer, package stuff being worth anywhere from 6½c to 9c. Candied peels are quiet, as are most other dried fruit lines. This is the end of the season.

Apricots—		
Standard, 25 lb. boxes	0 13	0 14
Choice, 25 lb. boxes	0 14	0 14½
Apples, evaporated, per lb.	0 07½	0 08
Candied Peels—		
Lemon	0 13	0 14
Orange	0 13	0 14
Citron	0 19	0 22
Currants—		
Filiatras, per lb.	——	0 07½
Amalas, choicest, per lb.	0 08	0 08¼
Patras, per lb.	0 08¼	0 08½
Vostizzas, choice	0 09½	0 10
Cleaned, ¼ cent more.		
Dates—		
Fards, choicest, 12-lb. boxes	0 09½	0 10
Fards, choicest, 60-lb. boxes	0 09	0 09½
Package dates	0 08	0 08½
Hallowees	0 07¼	0 07¾
Prunes—		
30-40s, California, 25 lb. boxes	0 14½	0 15
40-50s, 25 lb. boxes	0 12½	0 13½
50-60s, 25 lb. boxes	0 12	0 12½
60-70s, 50 lb. boxes	0 10¾	0 11¾
70-80s, 50 lb. boxes	0 09	0 09½
80-90s, 50 lb. boxes	0 08	0 08
90-100s, 50 lb. boxes	0 07½	0 08
25-lb. boxes, ½c more.		
Peaches—		
Choice, 50-lb. boxes	0 08	0 08½
25-lb. boxes ¼c more.		
Raisins—		
Sultanas, choice, new	0 12	0 13
Sultanas, fancy, new	0 14	0 16
Valencia	0 09½	0 10
Seeded, fancy, 1 lb. packets	——	0 10½
Seeded, choice, 1 lb. packets	0 09¾	0 10¾
Seeded, choice, 12 oz.	——	0 08
Seedless, 16 oz. packets	0 10½	0 11
Seedless, 12 oz. packets	——	0 10

NUTS.—There is some activity in the shelled stuffs, though little in nuts in shell. Shelled almonds are being bought right along. Demand is not excessive, but price is advantageous, and they are a good buy. Pecans are lower, and we quote 55 to 60c. Prices range a good deal in this line. We hear that one merchant is getting as high as 62c for pecans. Peanuts have good business at this time at around 11c. Here again the range is big. One man sold at 8 cents, though how he did it in view of expense of getting the stuff, is somewhat puzzling. Brazils are strong just now, and supplies are none too large. This has been a dead line for some time, but there is some activity at present.

In Shell—	Per lb.	
Almonds, Tarragona	0 17½	0 18
Brazils, medium, new	0 10	0 11
Brazils, large, washed, new	0 12	0 13
Chestnuts, peck	1 75	2 00
Filberts, Sicily, new	0 13	0 14

Peanuts, Jumbos, roasted	0 12½	0 13½
Peanuts, hand-picked, roasted	0 11	0 11½
Peanuts, fancy, roasted	0 09	0 10
Pecana	0 17	0 18
Walnuts, Grenoble	....	0 16
Walnuts, Bordeaux	0 11	0 12
Walnuts, Marbots	0 13	0 14
Shelled—		
Almonds	0 32	0 37
Filberts	....	0 35
Peanuts	0 11	0 11½
Pecans	0 55	0 60
Walnuts	0 34	0 38

SPICES.—The spot which demands attention is the ginger market. All prices are a cent higher. These have been very firm for some time now, and would have been more in the lime-light had it not been for the prominence given peppers. These latter are easier. So are cassias. There is a big demand for gingers. and stocks are low. Buyers have left the buying of extras as long as they could, and their heavy buying now puts up the price.

Spices—	Compound, per lb.	Pure, per lb.
Allspices, ground	....—0 10	....—0 15
Allspices, whole	....—....	....—0 15
Cassia, whole	....—....	0 21—0 26
Cassia, ground	0 14—0 16	0 21—0 26
Cinnamon, Batavia	....—....	0 36—0 40
Cloves, whole	....—....	0 28—0 33
Cloves, ground	0 18—0 22	0 28—0 35
Cream of tartar	0 25—0 35	0 40—0 45
Curry powder	....—....	....—0 35
Ginger, Cochin	0 15—0 17	0 19—0 22
Ginger, Jamaica, ground	0 18—0 21	0 25—0 28
Ginger, Jamaica, whole	....—....	0 25—0 28
Ginger, African, ground	....—....	....—0 18
Mace	....—....	0 80—1 05
Nutmegs, brown, 64s, 52c; 80s, 42c; 100s	....—....	....—0 30
Nutmegs, ground, bulk, 45c; 1 lb. tins	....—....	....—0 50
Pastry apice	....—....	0 22—0 25
Peppers, black, ground	0 14—0 18	0 19—0 22
Peppers, black, whole	....—....	0 20—0 22
Peppers, white, ground	0 19—0 24	0 30—0 33
Peppers, white, whole	....—....	0 30—0 33
Pickling spice	....—....	....—0 15
Turmeric	....—....	0 18—0 20

RICE AND TAPIOCA. — Both have their usual steady demand, with a more-than-ordinary call for sago. Tapiocas generally are firm. Prices have higher tendency in view of talk as to increased freights.

Rice—		
Rangoon "B," per cwt.	....	3 48
Rangoon, per cwt.	3 50	4 00
Rangoon, fancy, per cwt.	....	5 00
Patna, fancy	0 07½	0 09
Tapioca—		
Pearl, per lb.	0 06	0 07½
Seed, per lb.	0 06	0 07½
Sago, brown, per lb.	....	0 05¾

MANITOBA MARKETS.

WINNIPEG, May 13.—Trade for the last week has shown considerable improvement. Sales are good both in the country and in the city. A part of this of course may be attributed to the fact that buying is regularly heavier at the first of the month. Still it seems that with the seeding practically over. farmers are getting into the towns. The improvement in the city cannot be accounted for on that basis. It perhaps is more due to an improved tone generally.

A feature of the week has been the exceedingly heavy demand for canned goods. This demand gives promise of continuing for some time. Dealers seem especially anxious to buy such standard lines as peas, tomatoes and corn, realizing no doubt that the market cannot possibly hold down to the present exceptionally low prices. Gallon apples are strong and must be advanced in the near future. This advance will probably be 15c per case of half dozen.

Another interesting feature is a decline in several lines of matches—Silent 500's, Red Bird, Buffalo and Golden Tip are now 30c down per gross case. Safelight have declined 45c per gross case.

PEPPER, which advanced last week, seems likely to go still higher. On the primary market black is up another cent, and white pepper is about 2c higher. Locally the prices have not been changed over those quoted last week, but as soon as the present supplies become reduced, it would seem an advance will be absolutely necessary. Supplies are fairly good. Present quotations for pepper are:

White, in pails	....	0 32
Black, in pails	....	0 19

SUGAR.—Conditions are much the same as last week though quotations are a little steadier. Shipments from Winnipeg are regularly being sold at $6.95 and from storage warehouse to surrounding points in Manitoba at $7. The future of sugar, especially on the local market, is uncertain. Raws and refined in New York are exactly the same as a week ago. Last week it was pointed out that sugar was lower than conditions actually warranted. Such is still the case. That a rise will come immediately. however, is far from certain.

	Per cwt. in sacks.
Sugar, Eastern—	
Standard granulated	6 95
Extra ground or icing, boxes	7 80
Extra ground or icing, bbls.	7 60
Powdered, boxes	7 60
Powdered, bbls.	7 40
Hard lump (100-lb. cases)	7 90
Montreal yellow, bags	6 55
Sugar, Western Ontario—	
Sacks, per 100 lbs.	6 95
Halves, 50 lbs., per cwt.	7 05
Bales, 20 lbs., per cwt.	7 10
Powdered, barrels	7 35
Powdered, 50's	7 70
Powdered, 25s	7 80
Icing, barrels	7 65
Icing, 50s	7 90
Icing, 25s	7 95
Cut loaf, barrels	7 75
Cut loaf, 50s	8 00
Cut loaf, 25s	8 25
Sugar, British Columbia—	
Extra standard granulated	6 95
Bar sugar, bbls.	7 40
Bar sugar, boxes	7 60
Icing sugar, bbls.	7 60
Icing sugar, boxes	7 80
H. P. lumps, 100-lb. cases	7 90
H. P. lumps, 25-lb. boxes	8 15
Yellow, in bags	6 55
Corn Syrup—	
2s, per case 2 doz.	2 73
5s, per case 1 doz.	3 13
10s, per case ½ doz.	3 01
20s, per case ¼ doz.	3 02
B. C. Cane Syrups—	
2-lb. tins, 2 doz. to case, per case	3 15
5-lb. tins, 1 doz. to case, per case	3 50
10-lb. tins, ½ doz. to case, per case	3 30
20-lb. tins, 3 tins to case, per case	3 25

(These prices prevail in Winnipeg, Calgary, Regina Moose Jaw and Lethbridge. For Edmonton and Saskatoon ther are 5c case higher.)

Molasses—	Per gal.
Barbadoes	0.53
New Orleans	0 34
Maple Syrups—	Per case.
Imperial quarts, case, 2 doz.	5 40
Imperial ½ gals., 1 doz.	5 55
New, pure, ½ gal. case	9 00
New, pure, ½ gal., quarts, case 2 doz.	9 70
New, pure, quart bottles, case 2 doz.	9 75

DRIED FRUITS. — No change is noted here this week except in Hallowee dates, one lb. packages which are now being quoted at 7¾c—a slight advance over a week ago. An advance in apples may be expected any time. This will probably be ½c. Apricots, currants, peaches and raisins seem very likely to remain steady for some time. Table figs are removed from the market. Little or none will be sold during the summer and the stocks on hand — fortunately large in view of the fact that fresh arrivals are uncertain—will have to be carried over until the Fall.

Apples, evaporated, new, 50's	....	0 06¾
Apricots, choice, 25's	....	0 13¾
Apricots, choice, 10's	....	0 14
Apricots, standard, 25's	....	0 12¾
Currants—		
Dry clean	....	0 07¾
Washed	....	0 08¼
1 lb. package	....	0 08¾
2 lb. package	....	0 17¾
Vostizzas, bulk	....	0 10
Dates—		
Hallowee, loose, per lb.	....	0 09
Hallowee, 1 lb. pkgs.	....	0 07¾
Fard dates, 12-lb. boxes	....	1 25
Peaches—		
Standard, 25-lb. boxes	....	0 07¼
Choice, 25-lb. boxes	....	0 07¾
Choice, 10-lb. boxes	....	0 08¼
Raisins, Muscatels—		
3 crown, loose, 25's	....	0 09
3 crown, loose, 50's	....	0 08¾
Raisins, Valencias—		
Fine selected	2 40	2 45
Four crown layers	....	2 45
Choice, seeded, lb.	....	0 11¼
Fancy seeded, lb.	....	0 11
12-oz. packages, fancy	....	0 08¾
12-oz. packages, choice	....	0 08¾
Raisins, Sultanas—		
Corinthian Giants	....	0 13¼
Superfine	....	0 12½
Finest	....	0 10¾
Fine	....	0 10¼
Prunes, in 25-lb. boxes—		
90 to 100	....	0 09¾
80 to 90	....	0 08¾
70 to 80	....	0 09¾
60 to 70	....	0 10
50 to 60	....	0 11
40 to 50	....	0 11¾
Table Layer Figs—		
7-crown, 3-lb. boxes, per lb.	....	0 15½
5-crown, 10-lb. boxes, per lb.	....	0 15
5-crown, 10-lb. boxes, per lb.	....	0 13¾
4-crown, 10-lb. boxes, per lb.	....	0 13
3-crown, 10-lb. boxes, per lb.	....	0 12¾
Glove boxes, per doz.	....	1 00
Cooking figs, taps, about 25 lbs., lb.	....	0 07¼
Cooking figs, choice naturals, 28-lb. bags, per lb.	0 07	0 07½

RICE AND TAPIOCA.—One slight advance is noted in rice, Patnas now being generally quoted from 7 to 7⅛. For the rest, rice remains at the remarkably low figures which have been quoted for some time. As was indicated as likely, tapioca has advanced, now being quoted at from 5½ to 5¾c. Such smaller advances are almost sure to continue until a price around 7c is reached.

Rice and Tapioca—		
No. 1 Japan, per lb.	....	0 04¾
No. 2 Japan, per lb.	0 04¾	0 04¾
Siam, per lb.	0 03¾	0 03¾
Patna, per lb.	0 07	0 07½
Carolina, per lb.	....	0 08½
Sago pearl, per lb.	....	0 04¾
Tapioca, pearl, per lb.	0 06½	0 06¾

NUTS.—The change in the prices of shelled almonds and peanuts, which were struck last week, remain. There have been no further advances. Small demand at present time.

Nuts—	
Brazil, new stock	0 11½
Tarragona almonds	0 19
Peanuts, roasted Jumbos	0 12½
Peanuts, choice	0 10
Pecans	0 21
Marbot walnuts	0 14½
Sicily filberts	0 14¾
Shelled almonds	0 41
Shelled walnuts	0 36

BRITISH COLUMBIA MARKETS.

By Wire.

Vancouver, May 13.—A fair trade is passing generally. Strawberries are arriving freely and selling at $2 to $4.50 per crate, California stuff predominating. Five thousand boxes of New Zealand butter arrived on the Makura; also pears and apples at $2.50 per box. Local apples are firmer.

PRODUCE AND PROVISIONS.

Butter, creamery, per lb.		0 35
New Zealand cubes		0 33½
New Zealand brick		0 36
Cheese, per lb., large		0 21
EGGS—		
Local fresh		23 c
Extra selected		21 c
Vancouver Island		26 c
Lard, 3's, per case		$3 40
Lard, 5's, per case		8 32
Lard, 10's, per case		8 25
Lard, 20's, each		2 70

GENERAL.

Almonds, shelled, lb.	0 45
Beans, Ontario, per lb.	05½c
Beans, Lytton	05¾c
Cream of tartar, lb.	50 c
Cocoanut, lb.	18½c
Cornmeal, bail	$3 00
Evap. Apples, 50's	08¾c
Flour, 49's, bbl.	8 75
Lemons, box	3 75 4 25
Potatoes, per ton	20 00
Rolled Oats, bail of 80 lbs.	3 85
Onions, lb.	02¼c
Oranges, box	2 75 3 00
Rice, 50's, sack	1 90
Sugar, standard, gran., per cwt	7 44
Sugar, yellow, per cwt.	6 70
Walnuts, shelled, lb., 40c; Almonds	42 c

CANNED GOODS.

Apples, gals. 6|case	$1 60
Beans, 2's	2 05
Corn, standard, per 2 dozen case	2 10
Peas, standard, per 2 dozen case	2 05
Plums, Lombard, 2's, case	2 60
Peaches, 2½'s, case	4 50
Strawberries and raspberries, 2's, case	4 80
Tomatoes, standard, per dozen, case	2 20

SALMON.

Sockeye, 1's, 4 doz. case	$9 00
Sockeye, ½'s, 8 doz. case	10 75
Cohoes, 1's, 4 doz. case	4 75
Humpbacks, 1's, 4 doz. case	4 00

DRIED FRUITS.

Apricots, per lb., 13½c; Apples, lb.	08¾c
Currants, per lb., 08½c; Raisins, seeded, lb.	10 c
Prunes, 70-80, 25's, lb.	09 c
Peaches, per lb.	07 c
White Figs, per lb.	06 c

ALBERTA MARKETS.

(By Wire.)

Edmonton, May 13.—Tea is very firm and one eastern packer has advanced prices some five cents. Cheese market is difficult to gauge and there has been a sharp advance within last few days. Policy of wholesalers is to buy. June oats show continued firmness. Warm weather specialties are in demand. Lards have increased. Lemons are down to $4.50.

Produce and Provisions—		
Cheese, per lb., old		0 21½
Cheese, new, lb.		0 19½
Butter, creamery, per lb.		0 39
Butter, dairy, No. 1, 29c; No. 2		0 25
Lard, pure, 3's, per case		8 85
Lard, pure, 5's, per case		8 80
Lard, 10's, per case		8 70
Lard, pure, 20's, each		2 88
General—		
Beans, Ontario, per bushel	3 75	3 90
Beans, Japan, per bush.	3 90	4 00
Coffee, whole roasted, Rio		0 16
Evaporated apples, 60's	0 09	0 09½
Potatoes, per bush.	0 65	0 70
Rolled oats, 20's, 93c; 40's		1 83
Rolled oats, bail, $4; 80's		3 60
Flour, 98's	4 05	4 15
Rice, per cwt.		3 95
Sugar, standard gran., per cwt.	7 55	7 65
Sugar, yellow, per cwt.		7 15
Canned Goods—		
Apples, gals., case		1 50
Corn, standard, per two dozen	2 00	2 10
Peas, standard, 2 dozen		2 10
Plums, Lombard		2 20
Peaches		3 25
Strawberries, $4.45; raspberries		4 00
Tomatoes, standard, per dozen		2 50
Salmon, sockeye, 4 doz. talls, case, 1s		7 50
Cohoes, 1's, $5.75; humpbacks, 1's		4 35
Fruits—		
Lemons		4 50

SASKATCHEWAN MARKETS.

(By Wire.)

Regina, Sask., May 12.—Wheat seeding throughout Saskatchewan has practically been completed. High winds have been prevalent, and in some instances, re-seeding will be necessary. One-quarter of the oat acreage has been seeded, and barley seeding has been commenced. In the southwest section of the province, according to an official bulletin issued by the Department of Agriculture, it is evident no efforts must be spared to conserve the moisture.

Markets are quiet. Business is good and appears to be on the increase. Eggs are coming in quite freely. Butter is still scarce and difficult to obtain. French peas are going up in price owing to the scarcity of the article. A slight advance has taken place in coffee. Sugar is strengthening.

Produce and Provisions—		
Buttery, creamery, per lb.		0 35
Butter, dairy, No. 1		0 25
Cheese, per lb., large	0 20½	0 20¾
Eggs, new laids		0 20
Lard, 3's, per case		8 75
Lard, 5's, per case		8 65
Lard, 10's, per case		8 60
Lard, 20's, each		2 90
General—		
Beans, Ontario, per bushel		3 90
Coffee, whole roasted, Rio	0 17	0 17½
Cream of tartar, lb.		0 45
Cocoanut, lb.		0 19
Cornmeal, bail		2 70
Evap. apples, 50's		0 08½
Flour, 98's		4 05
Potatoes, Ont., bush.		0 78
Rolled oats, bail of 80 lbs.		3 50
Onions, Val.		5 :0
Oysters, per gal.		2 50
Rice, per cwt.		3 90
Sugar, standard, grand., per cwt.		7 44
Sugar, yellow, per cwt.		7 04
Walnuts, shelled, .41; almonds		0 41
Canned Goods—		
Apples, gals., case		1 35
Broken beans, 2's		2 55
Beans		2 28
Corn, standard, per 2 dozen		2 28
Peas, standard, per 2 dozen		2 28
Plums, Lombard	2 15	2 28
Peaches		3 21
Strawberries, 4.33; Strawberries		4 73
Tomatoes, standard, per case	2 15	2 60
Salmon—		
Sockeye, 1's, 4 doz. case		9 85
Sockeye, ½'s		12 35
Cohoes, 1's-		6 00
Humpbacks, 1's		4 60
Fruits and Vegetables—		
Apples, fancy, box		1 75
Grapefruit, per crate		4 25
Sweet potatoes, per crate		4 50
Lemons		4 75
Oranges		4 25
Pineapples, case		6 50
Celery,		0 11
Dried Fruits—		
Apricots, per lb.		0 12¾
Currants, per lb.		0 08¾
Prunes, 70-80, 25's, lb.		0 10¾

NEW BRUNSWICK MARKETS.

By Wire.

St. John, May 13.—Markets show little activity these days, general staples being quiet. Though sugar showed decline in other places, there was no change locally, and market is quite firm. Quotings on flour are unchanged, but dealers are looking for stronger tone unless situation in Dardanelles brightens soon. American pork is firmer. Cereals are a little easier, rolled oats being $7.75 and oatmeal $8.25. Molasses is a shade easier. New cheese is higher at 19-19½c. Eggs and butter show same quotings, butter being scarce till grass make comes in.

Produce and Provisions—		
Bacon, breakfast, per lb.	0 20	0 23
Bacon, roll, per lb.		0 17
Beef, barrel	26 00	27 00
Beef, corned, 1's	2 75	3 35
Pork, American clear, per bbl.	25 00	28 75
Pork, domestic, per bbl.	25 00	27 50
Butter, dairy, per lb.	0 27	0 28
Butter, creamery, per lb.	0 31	0 32
Eggs	0 20	0 21
Lard, compound, per lb.	0 11¾	0 11½
Lard, pure, per lb.	0 13	0 13½
Cheese, new	0 19	0 19½
Flour and Cereals—		
Cornmeal, gran.		5 75
Cornmeal, ordinary		1 85
Flour, Manitoba, per bbl.		9 05
Flour, Ontario		8 50
Rolled oats, per bbl.		7 75
Oatmeal, standard, per bbl.		8 25
Fresh Fruits and Vegetables—		
Lemons, Messina, box		7 60
Oranges, Val., case	4 00	5 50
Potatoes, bbl.	1 35	1 45
Sugar—		
Standard granulated		6 80
United Empire		6 70
Bright yellow		6 60
No. 1 yellow		6 30
Paris lumps		7 60
Lemons, Messina, box		
Beans, hand-picked, bush.		3 50
Beans, yellow eyes, per bush.	3 70	3 75
Canned pork and beans, per case	2 60	2 90
Molasses, Barbadoes, gal.	0 39½	0 40
Cream of tartar, per lb., bulk	0 38	0 41
Currants, per lb.	0 08¾	0 09
Rice, per cwt.	4 00	4 25

TO ELIMINATE PRICE-CUTTING.

St. John, N.B., May 11.—(Special).—At a general meting of the Grocers' Section of the St. John Branch of the Retail Merchants' Association, the question of how to deal with unprincipled price-cutters was further taken up, and the following resolution was unanimously carried:—

"Resolved, that the unprincipled price-cutter is an unnecessary evil, as he not only injures himself, but his fellow-merchants, and the community in which he does business; and,

"Therefore, it is the opinion of this meeting that such unfair methods for the securing of trade should be discontinued, and the same be given due consideration by the executive officers of both the wholesale and retail associations."

A committee was appointed to go over the entire list of groceries handled in a retail store, and to decide what lines were being handled without a sufficient profit, and to meet with a committee of the Wholesale Grocers' Guild of the Province, and see if something cannot be done to improve conditions for the retail grocery trade. It was further decided to meet the Wholesale Grocers' committee on Wednesday, May 12th, at 10 o'clock a.m.

Several complaints were made at the meeting that two wholesale dealers had been selling to other than legitimate retail grocers, and the secretary was instructed to write the parties in question.

A communication was received from the Retail Clerks' Association asking that the retail stores close at 6 p.m. every night and at 11 o'clock Saturday evening; also asking for a half holiday on each Thursday during June, July, August and September. It was the unanimous opinion of the meeting that the grocery stores should close at 6 every evening, and 11 o'clock on Saturday evenings, but exception was taken to closing stores on Thursday afternoon.

Patrick Ambrose, a Montreal grocer, was held up by a burglar in his bedroom, on Wednesday, May 5. The burglar found a revolver under the grocer's pillow, and forced him to hand over some jewelry and $12 in cash. He then got away.

Higher Prices in Several Fruits

Many Lines Show Advances—Strawberries, However are Lower in Both Markets — Oranges, Lemons and Grapefruit Higher—Lots of New Potatoes Selling—Egyptian and Other Onions Getting the Business—Trade Good, and Summer Outlook Promising.

MONTREAL.

FRUIT.—A further advance took place this week in the price of California navel oranges for small sizes, quotations for 176-200-216-250, being 3.75 per box; prices for 96-100-126 remain as last week —3.50 per box. Mexicans continue to sell at 2.50 per box for all sizes. A further advance occurred in lemons, for which they are now asking 3.50 per box for 300 size fancy Messinas, and 25c less for 5-box lots. Apple quotations continue about the same. Cocoanuts are slightly easier, 4.75 per sack being asked this week. A big drop took place in strawberry prices; on Monday they were quoting 10c for pint cups, and will probably be asking 2c less by Saturday. Cuban pineapples are quoted at $3, while they are asking 3.50 for Porto Ricos. The latter are coming in ripe; the former are inclined to be green. Another important change is in bananas. The price took the first jump for a long while, the reason given being that they can't be got as easily as in the past few months. From 2.50 to 2.75 is being asked.

Apples—		
Baldwins, No. 1, bbl.	....	3 75
Ben Davis, No. 1, bbl.	....	4 00
Spies, No. 1, bbl.	....	4 50
Starks, No. 1	....	4 50
Russets, No. 1, bbl.	....	4 50
No. 2 varieties, 50c to $1 less per barrel.		
Bananas, crate	2 50	2 75
Cocoanuts, sack	....	4 75
Cranberries, bbl.	....	5 00
Grapefruits, case	2 50	2 75
Grapes, Belgium hothouse, lb.	1 00	1 25
Lemons—		
Messina, Verdelli, extra fancy, 300 size	....	3 50
Limes, box	....	1 50
Oranges—		
Cal. Navel, 150-176-200-216-250	....	3 75
Cal., 96-100 size box	....	3 50
Mexican, 176-150-176	2 25	2 50
Pineapples, 18-24 and 30-36	3 00	3 50
Strawberries, per pint cup	....	0 09

VEGETABLES.—Dealers have been having a great time this week with their stocks of red onions, which have had a tendency to seed and go soft. Stocks will be cleaned out as quickly as possible, $2.50 per sack being quoted. As there are no Spanish onions to speak of on the market, new supplies are being brought in from Texas, bringing 2.50 per crate, and silver skin onions from New Jersey selling at the same price. American asparagus is bringing $4.75 per doz., and Canadian $3.50 per doz. Western asparagus in baskets is being offered at $1 per doz. bunches. A great fall took place in wax and green beans which, for several weeks have been quoted at prohibitive prices. As there are more coming in, the price has been dropped from $8 per basket to 5.00-5.25. New cabbage was up this week to 4.25, with prospects of dropping by end of week. Old cabbage is scarce, and the quality is not good. It is bringing $3 per bbl. Neither is red cabbage of good quality, but is quoted the same, 1.50. Cauliflowers are now arriving in hampers of two dozen, selling for 5.50 per hamper. Cucumbers remain at 1.50-1.75, with a fair demand. Celery is 25c off this week. Mushrooms also are down 25c. New potatoes are also down, and are being quoted at $7 per bbl. However, there are not many being brought in at that figure yet, the public preferring to eat old potatoes. A big drop took place in rhubarb, large quantities of which are being offered in this country. Spinach is down. Turnips are being quoted at 75c for Outarios, and 1.00 for those grown in Quebec. Tomatoes are up to 4.50 for choice, and 5.00-5.25 for fancy. Floridas and Bahamas are being offered too, at 3.50-3.75.

Beets, new, doz.	....	1 25
Beets, bag	....	0 40
Beans, wax, basket	5 00	5 25
Beans, green, basket	5 00	5 25
Cabbage, per bbl.	2 50	3 00
Cabbage, red, per bbl.	....	1 50
Cabbage, new, bbl.	....	4 25
Carrots, bag	....	0 75
Carrots, new, doz.	....	1 25
Cauliflower, Florida-Cal., 2 doz.	....	5 50
Cucumbers, fancy, doz.	1 50	1 75
Celery, Florida	....	2 25
Horseradish, lb.	....	0 12½
Head lettuce, per box, 2 doz.	....	2 50
Curly lettuce, per box, 3 to 4 doz.	1 50	1 75
Mushrooms, 4 lbs., basket	....	2 50
Onions—		
Red, 100-lb. bags	1 75	2 00
Parsnips, bag	....	1 25
Parsley, Canadian, doz. bunches	....	0 35
Peppers, green, 3½-qt. basket	0 50	0 60
Potatoes—		
Montreal, bag	....	0 55
Green Mountain	....	0 65
New, bbl.	....	7 00
Potatoes, sweet, Jersey, hpr.	....	2 75
Radishes, doz.	....	0 35
Rhubarb, hothouse, doz.	0 25	0 50
Spinach, American, in bbls.	....	2 50
Turnips, bag	0 75	1 00
Tomatoes, Florida, crate	4 50	5 25
Watercress, American, doz.	....	0 90
Watercress, Canadian, doz.	....	0 60

TORONTO.

FRUIT.—All apples but spies are practically off the market, and these are worth $4.50 to $5.50 for large boxes and $1.75 to $2.00 for small. Bananas are in big demand and have been gradually rising in price for two or three weeks. We quote all the way from $1.50 to $2.25. Grape fruit is up a quarter. There is a big call for this and the stuff is fine. It is Floridan. Navels again are firmer at $3 to $4. Latter figure is being paid right along for the best. Lemons, too, are up, bottom price now being $3.25 a crate. Pineapples are down fifty cents with $3.25 as top price. All strawberries are lower. They are plentiful and despite big demand are gradually falling in price. It is said we will have a good season this year in strawberries. Florida oranges are about off the market, and navels have it all their own way. Low prices have obtained a long while and they are getting out of fashion in oranges for a time. Limes are 'way up, and you can't buy them much below $1.60. General trend of prices is higher, as will be seen from the foregoing, though there are cases of declines. Business is reported booming, much better than was thought for. Orders are large and numerous.

Apples—		
Spies	4 50	5 50
Spies, box	1 75	2 00
Bananas, per bunch	1 50	2 25
Cocoanuts, sack	4 00	4 25
Grapefruit	2 75	3 25
Oranges—		
California navels	3 00	4 00
Lemons, Messinas	3 25	3 50
Lemons, California	3 25	3 50
Limes, per 100	....	1 60
Pears—		
California, box	....	3 25
Canadian, late varieties	0 25	0 30
Pineapples, Porto Rico, case	3 00	3 25
Strawberries, qt. box	0 18	0 20
Strawberries, pt. box	0 10	0 12

VEGETABLES.—As in the case of the fruit market this week, so with vegetables—there are several price changes, and for the most part they are on upward line. There are lots of new things on market, and mostly all vegetables have some showing now. Beans, green and wax, are in good demand, and are

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Temporary Scarcity of Sea Fish

Weather Conditions the Reason—Lobsters Aplenty and Very Low — Good Summer Trade in Prospect—Big Demand for Fresh Lake Stuff.

MONTREAL.

FISH.—Due to constant eastern winds, and the shores on the east coast being packed with drifting ice, fishing operations have been interfered with considerably during the past few days, and as a result, very limited supplies have been available. Haddock, codfish have been scarce, and prospects are not too bright for the future. Lobsters continue to come in very freely, and are selling very low. Quotations are about the same as last week, but a further decline is about to take place. On the western coast, conditions are not much better than in the east. Deliveries so far have not been up to the average, and the demand has not been as good as expected. This has reference particularly to western fresh halibut. Outlook is for lower prices, all through the summer season, as there is a big fleet on the fishing grounds, and it is expected that both Prince Rupert and Seattle—distributing points—will have large supplies right along. Lake, river fish are coming in in large quantities, and are selling very well. There is no reason why this summer there should not be a big demand for fish of all kinds, as prices are bound to be reasonable while meats are expected to soar all through the summer, prices of carp, trout and whitefish will be a little lower from now on. Quotations on these lines are 1c lower this week. Large quantities of brook trout are arriving, and the price is down to 25c per lb. The demand for all kinds of preserved fish is very slow, but prices are maintained. Scollops, shrimps and crabs are in better demand, and trade for these will improve with the return of hot weather, as these are mostly used at the summer resorts and for tourist trade.

TORONTO.

FISH AND OYSTERS.—Most lines of sea stuff are somewhat scarcer this week, though it is thought shortage is only temporary, and on that account prices have not tightened appreciably. Haddock and cod are therefore firmer, demand keeping up but supplies being at present not so good. Haddock is still worth around eight cents. Some is going for 7½ cents. Fresh caught lake fish continues in good demand, with trout and whitefish as leaders of the market. Trout is selling for 12-13 cents, a trifle lower than last week. Whitefish at 15 cents is plentiful and demand accommodatingly good. Western halibut is called for loudly, but there is not too much around. Twelve cents is low for it. There appears to be some hold-up on supplies. Brook trout is daily becoming more plentiful. We have not altered our quotation of 28 cents, as we understand this is general, though some is selling for 26 and 27, but not much. Steelhead salmon is a good seller. All lines of smoked fish get their usual business, haddies in particular at 9 to 10 cents, a couple of cents lower, being in good demand. Oysters are unquotable.

SMOKED FISH.	Montreal	Toronto
Haddies, per lb., new cured	.07½-.08	.08-.09
Haddies, 15-lb. and 30-lb. boxes, lb.	.07-.07½	.10-.12
Haddies, fillets, per lb.	.10	.12
Haddies, Niobe, boneless, per lb.	.08½	...
Herring, Ciscoe, per lb.	.10	.10
St. John bloaters, 100 in box	110	1.20
Yarmouth bloaters, 60 in box	1.20	1.27
Smoked herrings, medium, box	.20	...
Smoked boneless herrings, 10-lb. box	1.10	...
Kippered herrings, selected, 60 in box	1.50	1.25-1.60
Smoked salmon, per lb.	.25	.23
Smoked halibut	...	.20

FROZEN FISH—SEA FISH.	Montreal	Toronto
Salmon—		
Gaspe, large, per lb.	.15	.21
Red, steel heads, per lb.	.12	.12-.13
Red, sockeyes, per lb.	.12	.10
Red, Cohoes or silvers, per lb.	.08-.08½	.10
Pale, qualla, dressed, per lb.	.07-.07½	.07½-.08
Halibut, white western, large and medium, per lb.	.08-.08½	.09
Halibut, eastern chicken, per lb.	.08½-.09	.10
Mackerel, bloater, per lb.	.07½-.08	.09
Haddock, medium and large, lb.	.03½-.04	.10-.12
Market codfish, per lb.	.03½	.04
Steak codfish, per lb.	.04-.04½	.10
Canadian soles, per lb.	.06	...
Blue fish, per lb.	.15-.16	...
Smelts	.09	.18-.20
Herrings, per 100 count	3 00	....
Round pike	.05-.5½	....
Grass pike	.06	.06½

DRIED AND PREPARED FISH.		
Dried codfish, medium and small, 100 lb.	7 00	7 50
Dried hake, medium and large, 100 lb.	6 00	....
Dried pollock, medium and large, 100 lb.	6 00	....
Dressed or skinless codfish, 100-lb. case	7 25	8 00
Boneless codfish, 2-lb. blocks, 20-lb. bxs., per lb.	0 08	0 08
Boneless codfish, 2-lb. blocks, 20-lb. bxs., per lb.	0 07	0 07
Boneless codfish, strips, 20-lb. boxes	0 12	0 10
Shredded codfish, 12-lb. boxes, 24 cartons, a box	1 80	1 80
Boneless codfish, in 2-lb. and 3-lb. boxes	0 15	0 15

BULK OYSTERS, CLAMS, ETC.		
Standard, solid meats, gal.	1 70	1 75
Standard, bulk, gal.	1 40	1 40
Selects, per gal., solid meat	2 00	2 50
Best clams, imp. gallon	1 50	....
Best scollops, imp. gallon	2 00	2 25
Best prawns, imp. gallon	2 25	....
Best shrimps, imp. gallon	2 25	....
Sealed, best standards, qt. cans, each	0 40	....
Sealed, best select, quart cans, each	0 50	....

CLAMS, MUSSELS AND SHELL FISH, CRUSTACEANS, ETC.		
Cape Cod shell oysters, per bbl.	8 00	....
Canadian cultivated oysters, bbl.	9 00	10 00
Clams, per bbl.	6 00	8 00
Live lobsters, small, lb.	0 15	0 35
Live lobsters, medium and large, lb.	0 18	....
Live lobsters, medium and large	0 18	....
Winkles, bush.	2 00	2 00
Little necks, per 100	1 25	1 50

FRESH SEA FISH.	Montreal	Toronto
Halibut	11 —12	0 12
Haddock, fancy, express, lb.	5 — 6	0 08
Steak, cod, fancy express, lb.	7 — 7½	0 10
Herrings, Gaspereaux	2	....
Flounders	6	0 14
Salmon, Western	0 20	0 25
Salmon, Eastern	0 50	....

FRESH LAKE FISH.		
Carp, lb.	0 07	....
Pike, lb.	0 06	0 10
Brook Trout	0 25	0 28
Perch, lb.	0 06	0 10
Suckers, lb.	0 05	0 0[illegible]
Whitefish, lb.	0 13	0 15
Herrings, lb.	0 12	0 10
Lake trout, lb.	0 12	0 13
Dressed bullheads	0 10	....

FROZEN—LAKE AND RIVER.	
White fish, large, per lb.	.08½-.09
White fish, small tulibees, per lb.	....05½-.06
Lake trout, large and medium, lb.	.09
Dore, dress or round, lb.	.08
Pike, dressed and headless, lb.	.06-.06½
Pike, round, per lb.	.05½-.06

PICKLED FISH.		
Salmon, Labrador, tierces, 300 lb.	20 00	....
Salmon, Labrador, bbls., 200 lbs.	14 00	....
Salmon, Labrador, half bbls., 100 lbs.	7 50	....
Salmon, B.C., bbls.	13 00	14 00
Sea trout, Baffin's Bay, bbls., 200 lb.	12 00	....
Sea trout, Labrador, bbls., 200 lb.	12 00	....
Sea trout, Labrador, half bbls., 200 lb.	6 50	6 50
Mackerel, N.S., bbls., 200 lb.	12 00	....
Mackerel, N.S., half bbls., 100 lb.	7 00	....
Mackerel, N.S., pails, 20 lbs.	1 75	2 00
Herrings, Labrador, bbls.	6 00	6 25
Herrings, Labrador, half bbls.	3 25	3 25
Lake trout, 100-lb. kegs	6 00	6 00
Quebec sardines, bbls.	6 00	....
Quebec sardines, half bbls.	3 50	....
Tongues and sounds, per lb.	0 07½	....
Scotch herrings, imported, half bbls.	8 00	....
Holland herrings, imp'ted milkers, hf bbls	8 00	....
Holland herrings, imp'ted milkers, kegs.	0 95	0 75-1 00
Holland herrings, mixed, half bbls.	7 00	....
Holland herrings, mixed, kegs	0 85	0 70-0 95
Lochfyne herrings, box	1 35	....
Turbot, bbl.	14 00	....
Green cod, No. 1, bbl.	10 00	10 00
Green cod, No. 2, bbl.	8 50	8 50

WINNIPEG.

FISH.—Within a day or two now, fresh white fish, pickerel, and tulibees are expected from the Ontario lakes. The price at which these will be sold is not certain as yet. For fresh trout, which came on the market a week ago, a very heavy demand is being experienced. The price of this has dropped ½c, quotations now being 12c. Fresh halibut and salmon are coming in well and for them there is a very satisfactory demand.

Fish—	
New fresh jackfish	0 03¾
New tulibees	0 06
Fresh whitefish	0 08

(Continued on page 45.)

New Cheese Prices Soaring Now

After Old Cheese Has Been Going Up All Winter New Takes a Similar Turn—Pure Lard Firmer—Eggs Lower and Plentiful—Butter Easier Though Not Lower — Strong Situation in Pure Lard—Big Demand for Live Chicken.

MONTREAL.

PROVISIONS.—The market on hogs is considerably higher, an advance of 50c having taken place last week. As there is a good demand for export, it is anticipated that there will be a strong market from now on. There is a strong feeling in the market for pure lard, and our quotations have been advanced ¼c this week.

Hams—	
Small, per lb.	0 18
Medium, per lb.	0 17½
Large, per lb.	0 16
Backs—	
Plain, bone in	0 21
Boneless	0 24
Peameal	0 24
Bacon—	
Breakfast, per lb.	0 20
Roll	0 16
Shoulders, bone in	0 14
Shoulders, boneless	0 15
Cooked Meats—	
Hams, boiled, per lb.	0 26
Hams, roast, per lb.	0 28
Shoulders, boiled	0 25
Shoulders, roasted	0 26
Dry Salt Meats—	
Long clear bacon, 50-70 lbs.	0 15½
Long clear bacon, 80-100 lbs.	0 14½
Flanks, bone in, not smoked	0 15½
Barrelled Pork—	Per bbl.
Heavy short cut mess	26 00
Heavy short cut clear	26 00
Clear fat backs	29 00
Clear pork	27 00
Lard, Pure—	
Tierces, 350 lbs. net	0 12½
Tubs, 50 lbs., net	0 13¼
Boxes, 50 lbs., net	0 12¾
Pails, wood, 20 lbs., gross	0 13
Pails, tin, 20 lbs., gross	0 13
Cases, 10 lbs. tins, 60 in case	0 13¼
Cases, 3 and 5-lb. tins, 60 in case	0 14½
Bricks, 1 lb., each	0 15
Lard, Compound—	
Tierces, 375 lbs., net	0 09¾ 0 10
Tubs, 50 lbs., net	0 10½
Boxes, 50 lbs., net	0 10¾
Pails, wood, 20 lbs., net	0 10¾
Pails, tin, 20 lbs., gross	0 10¾
Cases, 10-lb. tins, 60 in case	0 11½
Cases, 3 and 5-lb. tins, 60 in case	0 11½
Bricks, 1 lb., each	0 12½
Hogs—	
Dressed, abattoir killed	13 00 13 50

BUTTER.—Owing to the increased demand for butter from both local and outside buyers, and the fact that offerings were well cleaned up, there was keen competition for supplies offered at Cowansville and other points in Quebec Province last Saturday. Prices were consequently higher than they were a week ago. This, however, was not a fair indication of the state of the market, as there was a considerable shortage, and Montreal dealers were willing to pay higher prices. The grass this spring has come up exceptionally well, and pasturages are looking good. By the end of week supplies should be ample, and a considerably lower market is expected. The high price of cheese has had effect of keeping market up.

Butter—	
Finest creamery	0 32
Dairy prints	0 27
Dairy, solids	0 25
Separator prints	0 25
Bakers'	0 23

CHEESE.—At the cheese boards last week end, there was considerable strength displayed, and prices paid showed a marked advance compared with those of previous week. This means that few cheeses have been offering, and many buyers. Consequently the market has been forced. Prices are not expected to stay there. Our quotations remain about same this week, price for new make being slightly higher.

Cheese—		
Old make		0 19
New make		0 19
Old specials, per lb.		0 20
Stilton	0 19	0 20

EGGS.—Receipts continue to come in heavily, and market is decidedly easier. Advices from Chicago indicate that stocks at the end of April were 50 per cent. larger than for the same date last year. We are in the flush of the egg season, and there will be plenty for everybody. Storages are rapidly filling up. In spite of the weaker market, prices are not changed.

Eggs, case lots—	
Stamped	0 24
Selects	0 28
No. 1's	0 22

POULTRY.—There are no changes in price to record this week. The demand remains about the same. A good demand for live fowl is expected during next week, and for the next ten days or so. Supply of fowl is rather short, as hens are laying well, and farmers not inclined to send them in. This state of affairs is likely to continue for next ten days.

Fresh Stock—	Live.	Dressed.
Fowl, 5 lbs. and over	19	20
Fowl, small	16	14—16
Spring chicken	.....	23—25
Turkeys, fancy	.....	20—25
Ducks	22—24	16—18
Geese	10—13	15
Pigeons, pair	.....	30—35
Squab pigeons, pair	.....	50—60

TORONTO.

PROVISIONS.—Pure lard is firm and higher. Why, nobody seems to know. Prices are up a cent, however, from last week's levels. Compound remains steady and firm. There is no change in meat prices, bacons, hams and so forth remaining firm on account of the firmness in hog products which we noted last week.

Hams—		
Light, per lb.	0 17½	0 18
Medium, per lb.	0 17	0 17½
Large, per lb.	0 14½	0 15
Backs—		
Plain, per lb.	0 20	0 21
Boneless, per lb.	0 23	0 24
Pea meal, per lb.	0 24	0 24
Bacon—		
Breakfast, per lb.	0 18	0 22
Roll, per lb.	0 14	0 15
Shoulders, per lb.	0 13½	0 14½
Pickled meats—1c less than smoked.		
Dry Salt Meats—		
Long clear bacon, light	0 13½	0 14
Cooked Meats—		
Hams, boiled, per lb.	0 23	0 24
Hams, roast, per lb.	0 24	0 25
Shoulders, boiled, per lb.	0 21	0 22
Shoulders, roast, per lb.	0 21	0 22
Barrelled Pork—		
Heavy mess pork, per bbl.	25 00	26 00
Short cut, per bbl.	26 00	27 00
Lard, Pure—		
Tierces, 400 lbs., per lb.	0 11¾	0 12¼
Tubs, 60 lbs.	0 13	0 14
Pails	0 13¼	0 13¾
Tins, 3 and 5 lbs., per lb.	0 14	0 14¼
Bricks, 1 lb., per lb.	0 14¼	0 14¾
Lard, Compound—		
Tierces, 400 lbs., per lb.	0 09	0 09½
Tubs, 50 lbs., per lb.	0 09¾	0 10
Pails, 20 lbs., per lb.	0 10	0 10¼
Hogs—		
F.O.B., live, per cwt.	....	7 45
Live, fed and watered, per cwt.	....	7 75
Dressed, per cwt.	10 00	10 50

BUTTER.—There is no news of price changes this week, and general situation remains unchanged. Supply of fresh creamery is on the increase all the time, but the trade can take all that comes and is doing so.

Butter—		
Creamery prints, fresh made	0 32	0 34
Creamery prints, storage	0 31	0 33
Separator prints	0 27	0 28
Dairy prints, choice	0 26	0 27
Dairy, solids	0 22	0 24
Bakers	0 22	0 23

CHEESE.—No amount of new stuff apparently can change the strength of this market. Right along it has been the wonderment of the trade why prices should have held up, and this is even more the case now. Prices on new stuff have advanced by half a cent to a cent. Old has advanced too, and old large is worth at time of writing 20 cents a pound. Make of new stuff doesn't seem to be up to what is desired, and export and home calls eat up quickly such supplies as are around. This is second week that prices of new stuff has advanced. It looks to be going same way as old.

Cheese—		
Old, large	0 19½	0 20
Old, twins	0 19¾	0 19¾
New, twins	0 18¾	0 19¼
New, large	0 18½	0 19

EGGS.—Situation is easier and tendency is slightly downward. Wholesalers are still storing but weather of last few weeks has been responsible for enormous production which not even the inroads made by storing can offset. American warehouses are top-heavy. They've got so many eggs over there they don't know what to do with them, and this naturally is a bear on prices in Canada. Probably, if this super-production goes on, we shall see lower prices yet. Eggs is the only low spot of the produce and provision market.

Eggs—		
New laid, in cartons	0 24	0 25
New laid	0 22	0 23
Cracked eggs	0 18	0 19

POULTRY.—There are a few broilers that will be coming in right along now till after the 20th. Chickens weighing a pound and a half to two and a half are worth 40 to 50 cents, live. Fifteen cents a pound is being paid for what live turkey shows up, but there isn't much to show up. Chickens are worth 12 to 14 cents, live, and 17 to 20 dressed. There is a big demand for live stuff, but there are not the supplies to cope with it.

Poultry—	Live.	Dressed.
Chickens	0 12—0 14	0 17—0 20
Fowl	0 12—0 14	0 14—0 16
Ducks	0 10—0 12	0 16—0 18
Turkeys	0 15—0 16	0 20—0 28

WINNIPEG.

PRODUCE.—Generally conditions are satisfactory. For lard there has been no change, nor is there any change in quotations for cured meats.

Cured Meats—		
Hams, per lb.	....	0 20
Shoulders, per lb.	....	0 15
Bacon, per lb.	....	0 25
Long clear, D.S., per lb.	....	0 14
Mess pork, bbl.	....	21 00
Lard—		
Tierces	....	13 00
Tubs	....	7 95
Pails	....	2 73
Cases, 5s	....	8 32
Cases, 3s	....	8 40

BUTTER.—Supplies are much more plentiful, with the result that creamery is weaker, being generally quoted at from 32c to 34c. It is expected, however, there will be a big increase in the supplies within the next two weeks, and prices will drop further. There is practically no dairy butter on the market at the present time.

Butter—		
Creamery, Manitoba	0 32	0 34
Dairy	0 27	0 31
Cooking	0 22	0 23
Bricks, 1 lb., per lb.	0 13	0 13¼

CHEESE.—This is coming in a little more plentifully, but there is no change in the local situation.

Cheese—		
New, large	....	0 20
New, twins	0 20½	0 21

EGGS.—Receipts are heavy. Some of the big merchants had a record day last Friday. It would seem from this that eggs should be weakening in price. Such, however, has not been the case. As a matter of fact they are somewhat stronger this week than last. The price for candled being generally 21c. It is of course to be expected that prices will decline very shortly. The demand to date has been exceedingly large.

Eggs, new laid, doz. (candled)	....	0 21

POULTRY.—April as usual was a good month as far as the demand for this line went. May regularly is rather an off month, and such again seems the case. There is, however, a very fair demand. Chickens are perhaps up a little in price, being now quoted from 16 to 23. Other lines are as listed for some little time.

Fresh Stock—		
Turkeys, per lb.	0 18	0 25
Ducks, per lb.	0 10	0 16
Chickens, per lb.	0 16	0 23
Geese, per lb.	0 15	0 17

FRUIT AND VEGETABLES.

(Continued from page 42.)

none too plentiful as yet. We quote $2.25 to $3 for the green. California celery is about done and there is none around so far as we can find. Florida stuff is worth about $2.25 to $3. Potatoes of all kinds are in big demand. Ordinary domestic stuff sells from 60 to 70 cents. Florida hampers are down at $2.25 to $2.50. Bermudas have declined to $3.50. These latter two are, of course, new potatoes. Onions of all sorts and nationalities—if an onion has a nationality—are in and selling well. Egyptian onions are worth $4.75 to $5, and are getting the business. Boston head lettuce is 'way up at $4 to $4.50. Hothouse tomatoes are a nickel easier at 20 to 25 cents. Mushrooms are rather higher, and we quote 75 cents as top price. General business is looking up. Asparagus is down. Cabbage from Florida at $4 to $4.50 a hamper is getting the business. Carrots, turnips and the like remain average in demand and unchanged in price.

Asparagus, Canadian	1 25	1 75
Beets, Canadian, bag	0 30	0 40
Beets, American	....	0 75
Beans, green, hamper	2 25	3 00
Beans, wax, hamper	3 00	3 50
Cabbage, Canadian, dozen	0 50	0 75
Cabbage, new, crate	....	3 75
Carrots, bag	0 50	0 75
Carrots, American	....	0 75
Cucumbers—		
Sliciug, hothouse, basket	2 25	2 75
Florida, hampers	4 00	4 50
Crate	4 00	4 50
Celery, Florida	2 25	3 00
Mushrooms, per lb.	0 60	0 75
Water cress, 11-qt. basket	....	1 00
Onions—		
Spanish, big crate	4 25	4 50
Can., 75-lb. bags	1 25	1 50
Can., 100-lb. sacks	2 50	2 75
Egyptian, crate	4 75	5 00
Bermudas, crate	2 25	2 50
Green peppers, basket	....	0 75
Potatoes, Delaware	0 65	0 70
Potatoes, Canadian, bag	0 60	0 65
Potatoes, Florida, new, hampers	2 25	2 50
Potatoes, new, Bermudas	....	3 50
Parsley, basket, 11-qt.	0 30	0 35
Parsley, American	....	0 75
Pumpkins	0 10	0 20
Tomatoes, hothouse, lb.	0 20	0 25
Tomatoes, Florida, crate	4 50	5 00
Turnips, bag	....	0 30
Lettuce, leaf	0 20	0 30
Lettuce, Boston, head, small	4 00	4 50
Parsnips, Canadian, bag	0 55	0 65
Rhubarb, hothouse	0 60	0 75
Rhubarb, outside	0 25	0 30
Spinach, bushel	....	1 00

WINNIPEG.

FRUIT AND VEGETABLES. — The cold weather of the past week has injured the demand to some extent. Had it not been for this, business in fruit would probably have shown a marked improvement as a number of lines are quoted on a lower basis now. The one exception is Washington apples which are now quoted at $1.75 per box. B.C. apples are off the market. California navel oranges are getting very scarce and have moved up 50c, being quoted at $4. Valencias will be on the local market within the next ten days. These will likely open at $3.50. Pineapples are becoming more plentiful. They are now quoted at $5, and will go lower before the end of the month. Strawberries also have gone down in price present quotations being $4. Further declines may be expected.

Apples—		
Washington	....	1 75
B. C., box apples	....	1 50
Bananas, lb.	....	0 04½
Cranberries, case	....	2 75
Cocoanuts, doz.	....	1 00
Grape fruit	3 25	4 00
Lemons—		
California	....	5 00
Oranges, California Navels	....	4 00
Pineapples, per case	....	5 00
Strawberries—		
Car express, per crate	....	4 00

VEGETABLES.—Demand for this line has continued very good. Here too there are some declines in price which have a good effect upon the demand. Florida tomatoes are moving well, six basket cases being sold at $6. Tomatoes from Texas will be ready to ship within the next week. It is expected they will open up on the local market at $2.50 for four basket cases. Head lettuce is scarce at present. The California stock is almost exhausted. Lettuce from Texas however, will be on the market very shortly. Rhubarb from Minnesota has taken the place of the Washington stock which is now selling at 3½c per lb.—a considerable reduction over last week. Rhubarb will go still lower.

Asparagus—		
Washington, per case (about 20 lbs.)	....	2 50
California, per case (about 25-35 lbs.)	....	5 00
Celery, Florida (about 4 doz. to case)	....	4 00
Texas cabbages	....	0 04½
Cauliflour, per doz.	....	2 00
Head lettuce, California, per doz.	....	1 00
Leaf lettuce, doz.	....	0 40
Onions—		
Oregon, 100-lb. sacks	....	3 25
Potatoes, new, Louisiana, per lb.	....	0 08
Parsley, per doz. bunches	0 40	0 50
Rhubarb, Minnesota, per lb.	....	0 03½
Sweet potatoes, per lb.	....	0 06
Spinach, Washington, 20-lb. crate	....	1 75
Tomatoes, Florida, per case	....	6 00
Honey, comb, per case (24 sections)	....	5 50
Green peas, California, per lb.	....	0 15
Carrots and beets, California, doz. bchs.	....	1 00

FISH AND OYSTERS.

(Continued from page 43.)

Fresh pickerel	....	0 07½
Fresh trout	....	0 12
Gold eyes	....	0 03½
Halibut	....	0 09
Frozen halibut	....	0 09
Salmon	....	0 16
Frozen salmon	....	0 10
Fresh cod	....	0 10
Fresh smelts	....	0 11
Oysters, per gal., Imperial	....	2 90
Carriers (4¼ Imperial gal.)	....	10 75
Shell oysters, per cwt.	1 75	1 85
Shell oysters, per bbl.	....	17 00
Haddies	....	0 09
Haddies, fillets	....	0 12½
Bloaters, box	....	1 50
Kippers, per box	....	1 75
Ocean herring, lb.	....	0 06

Easier Tone to Flour

Sinking of Lusitania is a Wheat Bear—Flour Easier in Consequence—Rolled Oats Not So Firm —Mill Feed Situation is Relieved by New Grass—General Slackening of Tension—Few Price Changes.

MONTREAL.

FLOUR.—Following the sinking of the Lusitania, the wheat market dropped several points; and ocean insurance rates began to rise. This was believed due to the fact that considerable difficulty was experienced in securing bottoms for export, and a possibility of a blockage being made effective by German submarines. Naturally demand for flour fell, and until things re-adjust themselves in the wheat market, it will be impossible to form any accurate idea of the situation. Before this disaster occurred, the market was quiet and steady, a condition which has prevailed for some time. Buying is only from hand to mouth.

Manitoba Wheat Flour—	Per bbl. of 2 bags
First patents	8 20
Second patents	7 70
Strong bakers	7 50

Flour in cotton sacks, 10 cents per barrel more.

Winter Wheat Flour—	Car lots.	Small lots.
Fancy patents	7 55	7 75
90 per cent., in wood	7 00	7 25
90 per cent., in bags	3 00	3 25

CEREALS.—There is some demand for rye flour and rye meal. The latter is being quoted at 3.00, and the former from 3.00 to 3.30. With the warm weather coming on, the demand for rolled oats is falling off, and dealers are getting rid of their supplies, and buying as little as possible. Quotations have undergone little change, and if anything, are on the easy side.

Cornmeal—	Per 98-lb. sack
Gold dust	2 50 2 55
Unbolted	2 25
Rolled Oats—	90's in jute.
Small lots	3 45 ....
25 bags or more	3 40 ....
Packages, case	.... 4 75

Rolled oats in cotton sacks, 5 cents more.
Oatmeal—fine, standard and granulated, 10 per cent. over rolled oats in 90s, in jute.

Rolled Wheat—	100-lb. bbls.
Small lots	.... 3 90
Hominy, per 98-lb. sack	.... 2 75
Corn flour, bag	.... 3 05
Rye flour, bag	3 00 3 30
Barley, pot	2 70 2 75

FEEDS.—The high price of feeds is tempting farmers to turn their cattle out on to the young grass, which has come up nicely earlier than usual this year. This will have effect of injuring the pasturage when the hot sun comes around, and means a bigger demand for feeds later on. As a result the demand for feeds is small. Few inquiries are being received, and no changes in prices have taken place.

Mill Feeds—	Per ton
Bran	26 00
Shorts	28 00
Middlings	30 00
Wheat moulee	38 00
Feed flour, bag	2 55
Mixed chops, ton	41 00
Crushed oats, ton	43 00
Barley, pot, 98 lbs.	2 85
Oats, chop, ton	43 00
Barley chop, ton	37 00
Feed oats, cleaned, Manitoba, bush.	0 76
Feed wheat, bag	2 55

TORONTO.

FLOUR AND CEREALS.—Demand from overseas buyers for spring wheat has improved some, and sales for June shipment to Britain are being made. Ontario winter wheat flour has been easier, though not lower as yet, and domestic business is very quiet. There is some export but it is not, right now, comparable to spring wheat flour. They fluctuate, however, right along. General flour situation is easier because of the easement in the wheat market the last two or three days following uncertainty as to political happenings in the States with regard to the Lusitania. No. 1 Northern wheat is off a couple of cents at $1.64¾.

There seems to be a disposition to persuade buying, and prices on flours are easing with that end in view. General trend of flour prices is temporarily downward in sympathy with tendency in western markets. But this looks like a temporary condition only, and as if there will be another rally. Wheat, it is generally allowed, will hover round present and slightly higher levels for some time yet.

Manitoba Wheat Flour—	Small lots. per bbl.	Car lots. per bbl.
First patents	8 20	8 00
Second patents	7 70	7 50
Strong bakers	7 50	7 40

Flour in cotton sacks, 10c per bbl. more.

Winter Wheat Flour—	Small lots. per bbl.	Car lots. per bbl.
Fancy patents	7 40	7 20
90 per cent.	7 20	7 00
Straight roller	7 00	6 80
Blended flour	7 00	7 00

CEREALS.—Rolled oats have firmed up a shade here. There is a noticeably better demand for Ontario oats, more than for some coarser grains, chiefly because supplies are limited. Split peas are in demand, and their scarcity imposes a firm tone to the market. There are no price changes.

Barley, pearl, 98 lbs.	....	5 00
Buckwheat grits, 98 lbs.	4 25	4 50
Corn flour, 98 lbs.	3 00	3 20
Cornmeal, yellow, 98 lbs.	2 25	2 40
Graham flour, 98 lbs.	3 70	3 80
Hominy, granulated, 98 lbs.	....	3 00
Hominy, pearl, 98 lbs.	....	3 00
Oatmeal, standard, 98 lbs.	....	3 92½
Oatmeal, granulated, 98 lbs.	....	3 92½
Peas, Canadian, boiling, bush.	2 80	2 90
Peas, split, 98 lbs.	....	5 25
Rolled oats, 90-lb. bags	3 35	3 55
Rolled wheat, 100-lb. bbl.	3 85	4 00
Rye flour, 98 lbs.	3 10	3 25
Whole wheat flour, 98 lbs.	3 75	3 80
Wheatlets, 98 lbs.	4 00	4 15

MILL FEEDS.—The demand has fallen off and tone is generally easier. This is chiefly due to the coming of lots of grass. Export demand has dwindled, though here and there is an enquiry which turns into an order. Shorts are selling for $28 a ton. Bran is the chief feed getting the business. Market ought to be easier right along now the fresh grass comes in.

Mill Feeds—	Mixed cars, per ton
Bran	26 00 27 00
Shorts	28 00 29 00
Middlings	30 00 32 00
Wheat moulee	.... 30 00
Feed flour, per bag	1 85 1 90
Oats—	
No. 3, Ontario, outside points	0 65 0 61
No. 3, C.W., bay ports	.... 0 67

WINNIPEG.

FLOUR AND CEREAL.—About the only interesting feature to the market this week is the strong position of wheat. In spite of this, however, there has been no further advance in flour, and it is not thought that such an advance will come unless there is a sensational rise on wheat market. As a matter of fact flour business at the present time is quiet. The same is true of rolled oats the prices of which also remain steady.

Manitoba Wheat Flour—	Per bbl.
Best patents	7 90
Second patents	7 60
Low grades	5 60
Rolled oats, 80's	7 [illegible]
Standard oatmeal, 96 lbs.	6 15
Cornmeal, 98's	3 60

Your Country Needs You

See that you handle none but absolutely Canadian Grown Cereals. The summer season, with its terrific heat, will soon be upon us.

Canadian Cereal and Flour Mills, Limited
Absolute Guarantee

We stand behind our goods and guarantee our complete line of cereal products and flour to be as pure as science and skill can make them.

TILLSON'S "SCOTCH" FINE CUT OATMEAL and TILLSON'S "SCOTCH" HEALTH BRAN

Are Trade Winners

FREE WINDOW DISPLAYS

Mr. Merchant—

Do you recognize the money to be made from your window if you have it attractively arranged? Send us a postal card request and we will send you an attractive display, charges prepaid.

QUALITY—THEN PRICE

Canadian Cereal & Flour Mills, Limited

TORONTO

A MARK OF QUALITY

Canadian Wheat the World's Best

The finest wheat in the world is grown in Canada. This wheat is perfectly adapted to the manufacture of alimentary pastes.

L'ETOILE
(Star)
and
Hirondelle
(Swallow)

brands of macaroni and vermicelli

MADE-IN-CANADA

from the finest of the world's best wheat.

This, coupled with the fact that we have the most up-to-date plant and equipment, is the reason of high standard of quality maintained by these brands.

Order from your wholesaler.

C. H. Catelli, Limited
MONTREAL

AGENTS

Tees & Persse, Limited, Winnipeg
C. C. Mann, Toronto

QUOTATIONS FOR PROPRIETARY ARTICLES

SPACE IN THIS DEPARTMENT IS $56 PER INCH PER YEAR

BAKING POWDER.

WHITE SWAN SPICES AND CEREALS, LTD.

	Per doz.
5c Tins, 4 doz. to case, weight 10 lbs.	$0 40
4 oz. Tins, 4 doz. to case, weight 20 lbs.	65
6 oz. Tins, 4 doz. to case, weight 25 lbs.	90
8 oz. Tins, 4 doz. to case, weight 35 lbs.	1 30
12 oz. Tins, 4 doz. to case, weight 48 lbs.	1 60
16 oz. Tins, 4 doz. to case, weight 70 lbs.	2 25
3 lb. Tins, 2 doz. to case, weight 85 lbs.	5 00
5 lb. Tins, 1 doz. to case, weight 80 lbs.	9 50

COOK'S FRIEND BAKING POWDER.

W. D. McLaren, Limited.

In Cartons—	Per doz.
No. 1 (25c size), 4 doz. cs.	$ 2 25
No. 1 (25c size), 2 doz. cs.	2 30
No. 10 (20c size), 4 doz. cs.	1 80
No. 10 (20c size), 2 doz. cs.	1 85
No. 8 (15c size), 4 doz. cs.	1 30
No. 2 (10c size), 6 doz. cs.	0 80
No. 2 (10c size), 3 doz. cs.	0 85
No. 3 (5c size), 4 doz. cs.	0 45

Also in tins. Prices on application.

ROYAL BAKING POWDER.

Size	Less than 10 case lots Per doz.	Bbl. lots or 10 cases and over Per doz.
Dime	$ .95	$ .90
4-oz.	1.40	1.35
6-oz.	1.95	1.90
8-oz.	2.55	2.50
12-oz.	3.85	3.75
16-oz.	4.90	4.80
2½-lb.	11.60	11.35
3-lb.	13.60	13.35
5-lb.	22.35	21.00

Barrels—when packed in barrels one per cent. discount will be allowed.

FOREST CITY BAKING POWDER.

6-oz. tins	$0 75
12-oz. tins	1 25
16-oz. tins	1 75

BLUE.

Keen's Oxford, per lb.	$0 17
In 10-lb. lots or case	0 16

COUPON BOOKS — ALLISON'S.

For sale in Canada by The Eby-Blain Co., Ltd., Toronto; C. O. Beauchemin & Fils, Montreal. $2, $3, $5, $10, $15 and $20. All same price, one size or assorted.

UN-NUMBERED.

100 books and over, each	0 03½
500 books to 1,000 books	0 03

For numbering cover and each coupon, extra per book, ½ cent.

CEREALS.

WHITE SWAN	Per case
Biscuit Flour (Self-rising), 2 doz. to case, weight 70 lbs.	$3 00
Buckwheat Flour (Self-rising), 3 doz. to case, weight 70 lbs	3 00
Pancake Flour (Self-rising), 3 doz. to case, weight 70 lbs.	3 00
Breakfast Food, 2 doz. to case, weight 85 lbs.	4 50
King's Food, 2 doz. to case, weight 95 lbs.	5 50
Wheat Kernels, 2 doz. to case, weight 65 lbs.	3 75
Barley Crisps, 3 doz. to case, weight 50 lbs.	3 00
Flaked Rice, 3 doz. to case, weight 50 lbs.	3 00
Flaked Peas, 3 doz. to case, weight 50 lbs.	3 00

DOMINION CANNERS, LIMITED.

Aylmer Pure Jams, 16 oz. Jars.

	Per doz.
Strawberry, 1914 pack	$2 20
Raspberry, red, heavy syrup	2 10
Black Currant	2 10
Red Currant	2 10
Peaches	2 10
Pear, Bart.	2 10

Aylmer Pure Jellies.

Red Currant	2 10
Black Currant	2 10
Crabapple	1 45
Raspberry and red currant	2 10
Raspberry and gooseberry	2 10
Plum jam	1 85
Green Gage plum stoneless	1 85
Gooseberry	1 85
Grape	1 85

Aylmer Marmalade

Orange Jelly	1 60
Lemon	1 60
Pineapple	1 90
Ginger	2 25

Aylmer Pure Preserves—Bulk

	5 lbs.	7 lbs.
Strawberry	0 72	1 00
Black currant	0 65	0 85
Raspberry	0 65	0 85

Aylmer 14's and 30's per lb.

Strawberry	0 14
Raspberry	0 14

COCOA AND CHOCOLATE.

THE COWAN CO., LTD.

Cocoa—	
Perfection, 1-lb. tins, doz.	4 50
Perfection, ½-lb. tins, doz.	2 40
Perfection, ¼-lb. tins, doz.	1 25
Perfection, 10c size, doz.	0 90
Perfection, 5-lb. tins, per lb.	0 35
Soluble bulk, No. 1, lb.	0 20
Soluble bulk, No. 2, lb.	0 18
London Pearl, per lb.	0 22

Special quotations for Cocoa in barrels, kegs, etc.

(Unsweetened Chocolate).

	Per lb.
Supreme chocolate, ½'s, 12-lb. boxes, per lb.	0 35
Perfection chocolate, 20c size, 2 doz. in box, doz.	1 80
Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz.	0 90
Sweet Chocolate—	Per lb.
Queen's Dessert, ¼'s and ½'s, 12-lb. boxes	0 40
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, ¼-lb., 6 and 12-lb. boxes	0 35

Display This Package Well In Your Store and Window. It Will Sell On Sight

All you need do is to put this package in a prominent place in your store or window. Most of the women in Canada are now using

O-Cedar Polish

(Made-in-Canada)

and the rest will use it if you bring it to their attention. Our advertising has created a demand which it is up to you to supply. Don't wait—Do it to-day.

Order From Your Jobber.

Channell Chemical Co., Limited
369 Sorauren Ave., Toronto

All Canada is Aglow with the Made-in-Canada Fever

How is it Affecting You?

This idea is gathering momentum daily and the grocer who makes the best of it is the one who will win out with a full cash drawer and a growing business.

The five Made-in-Canada lines here shown represent the leaders in their respective fields—Condensed Milk and Coffee. Their value as sales-producers and repeat business-getters is thoroughly established in the trade. Don't be content to stock them, but get them in the limelight by displaying and pushing them as Canada's original products.

We deliver 5-case lots to any point in Ontario, Quebec and Maritime Provinces, prepaying freight up to 50c per 100 lbs.

Note these prices:

St. George Brand Coffee, 2 doz. in case	$4.80
St. George Evaporated Milk, 4 doz. in case	3.60
Banner Condensed Milk, 4 doz. in case	5.25
Princess Condensed Milk, 4 doz. in case	4.50
Premier Skimmed, 4 doz. in case	2.80

ORDER NOW.

The Malcolm Condensing Co., Limited, St. George, Ont.

Satisfaction Guaranteed

Note expiry date on face of label — for your protection we stand the loss on stale goods.

Per Case 3 Doz. 5c. Packages, $1.20

A coupon in every case worth 10c., or you can save 10 coupons and get 1 case free.

Order from your jobber.

White Swan Spices and Cereals, Ltd.
Toronto, Ont.

Diamond, 8's, 6 and 12-lb. boxes	0 29
Diamond, 6's and 7's, 6 and 12-lb. boxes	0 26
Diamond, ¼'s, 6 and 12-lb. boxes	0 27
Icings for Cake—	
Chocolate, white, pink, lemon, orange, maple, almond, cocoanut, cream, in ½-lb. packages, 2 doz. in box, per doz.	1 00
Chocolate Confections	Per lb.
Maple buds, 5-lb. boxes	0 37
Milk medallions, 5-lb. boxes	0 37
Chocolate wafers, No. 1, 5-lb. boxes	0 31
Chocolate wafers, No. 2, 5-lb. boxes	0 26
Nonpareil wafers, No. 1, 5-lb. boxes	0 31
Nonpareil wafers, No. 2, 5-lb. boxes	0 26
Chocolate ginger, 5-lb. boxes	0 31
Milk chocolate wafers, 5-lb. boxes	0 37
Coffee drops, 5-lb. boxes	0 37
Lunch bars, 5-lb., boxes	0 37
Milk chocolate, 5c bundles, 3 doz. in box, per box	1 36
Royal Milk Chocolate, 5c cakes, 2 doz. in box, per box	0 85
Nut milk chocolate, ½'s, 6-lb. boxes, lb.	0 37
Nut milk chocolate, ¼'s, 6-lb. boxes, lb.	0 37
Nut milk chocolate, 5c bars, 24 bars, per box	0 85
Almond nut bars, 24 bars, per box	0 85

JOHN P. MOTT & CO.'S.

Miss N. Estabrook, St. John, N. B.; J. A. Taylor, Montreal; P. Q.; F. M. Hannum, Ottawa, Ont.; Jos. E. Huxley & Co., Winnipeg, Man.; Tees & Persse, Calgary, Alta.; Russell, Johnson, Edmonton; D. M. Doherty & Co., Vancouver and Victoria.

Elite, 10c size (for cooking) doz	0 90
Mott's breakfast cocoa, 2-doz. 10c size, per doz.	0 85
Nut milk bars, 2 dozen in box	0 80
Breakfast cocoa, ¼'s and ½'s	0 36
No. 1 chocolate	0 30
Navy chocolate, ½'s	0 26
Vanilla sticks, per gr.	1 00
Diamond chocolate, ½'s'	0 24
Plain choice chocolate liquors	20 30
Sweet chocolate coatings	0 20

CONDENSED AND EVAPORATED MILK.

BORDEN MILK CO., LTD.

East of Fort William, Ont.

Preserved	Per case
Eagle Brand, each, 4 doz.	$6 25
Reindeer Brand, each, 4 doz.	6 25
Silver Cow Brand, each 4 doz.	5 75
Gold Seal Brand, each, 4 doz.	5 60
Mayflower Brand, each 4 doz.	5 60
Purity Brand, each 4 doz.	5 60
Challenge Brand, each 4 doz.	4 85
Clover Brand, each 4 doz.	4 85
Evaporated (Unsweetened)—	
St. Charles Brand, small, each 4 doz.	2 00
Peerless Brand, small, each 4 doz.	2 00
St. Charles Brand, Family, each 4 doz.	3 90
Peerless Brand, Family, each 4 doz.	3 90
Jersey Brand, Family, each, 4 doz.	3 90
St. Charles Brand, tall, each 4 doz.	4 50
Peerless Brand, tall, each, 4 doz.	4 50
Jersey Brand, tall, each, 4 doz.	4 50
St. Charles Brand, Hotel, each, 2 doz.	4 25
Peerless Brand, Hotel, each, 2 doz.	4 25
Jersey Brand, Hotel, each, 2 doz.	4 25
St. Charles Brand, gallons, each, ½ doz.	4 75
"Reindeer" Coffee and Milk, "large," each, 2 doz.	4 80
"Reindeer" Coffee and Milk, "small," each, 4 doz.	5 50
"Regal" Coffee and Milk, each, 2 doz.	4 50
"Reindeer" Cocoa and Milk, each, 2 doz.	4 80

COFFEE.

WHITE SWAN SPICES AND CEREALS, LTD.

WHITE SWAN.

1 lb. tins, 4 doz. to case, weight 80 lbs.	36
1 lb. tins, 2 doz. to case, weight 35 lbs.	
Add one-half cent per pound to the above.	

ENGLISH BREAKFAST COFFEE.

½ lb. tins, 2 doz. to case, weight 22 lbs.	22
1 lb. tins, 2 doz. to case, weight 40 lbs.	20

MOJA.

½ lb. tins, 2 doz. to case, weight 22 lbs.	32
1 lb. tins, 2 doz. to case, weight 40 lbs.	30
2 lb. tins, 1 doz. to case, weight 40 lbs.	30

PRESENTATION COFFEE.

A Handsome Tumbler in Each Tin.

1 lb. tins, 2 doz. to case, per lb.	27
Shipping weight, 50 lbs. per case.	

MINTO BROS.

MELAGAMA COFFEE.

	Whol.	Ret'l.
1s, 1½s, Grd.	25	30
1s, 1½s, B. & G.	32	40
1s only, B. & G.	35	45
1s, ½s, B. & G.	38	50

Packed in 30 and 50-lb. cases. Terms net 30 days prepaid.

MINTO COFFEE (Bulk).

M. Bean or Gr.	38
I Bean or Gr.	35
N Bean or Gr.	32
T Bean or Gr.	30
O Bean or Gr.	28
Spec. Grd. Compound	25

Packed in 25 and 50-lb. tins.

FLAVORING EXTRACTS.

WHITE SWAN FLAVORING EXTRACTS—ALL FLAVORS.

1 oz., bottles, per doz., weight 3 lbs.	$ 1 05
2 oz. bottles, per doz., weight 4 lbs.	2 00
2½ oz. bottles, per doz., weight 6 lbs.	2 30
4 oz. bottles, per doz., weight 7 lbs.	3 50
8 oz. bottles, per doz., weight 14 lbs.	6 50
16 oz. bottles, per doz., weight 23 lbs.	12 00
32 oz., bottles, per doz., weight 40 lbs.	22 00
Bulk, per gallon, weight 16 lbs.	10 00

CRESCENT MFG. CO.

CRESCENT MAPLEINE.

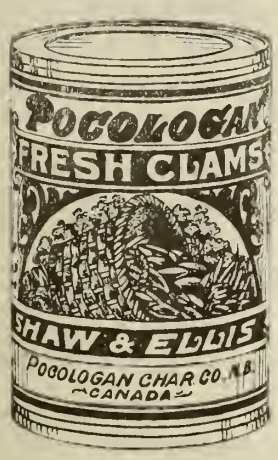
Special Delivered Price for Canada.

	Per doz.
1½-oz. (4 doz. case), weight 9 lbs., retail each 15c.	$ 1 40
1 oz. (4 doz. case), weight 14 lbs., retail each 30c.	2 55
2 oz. (3 doz. case), weight 15 lbs., retail each 50c.	4 40
4 oz. (2 doz. case), weight 17 lbs., retail each 90c.	7 00
8 oz. (1 doz. case), weight 17 lbs., retail each $1.50.	13 00
Pint (1 doz. case), weight 29 lbs., retail each $3.	25 00
Quart (1 doz. case), weight 53 lbs., retail each $5.50.	47 75
Gallons, each, retail each $20	17 15

GELATINE.

Knox Plain Sparkling Gelatine (2-qt., size), per doz.	1 30
Knox Acidulated Gelatine (Lemon flavor), (2-qt. size), per doz.	1 30
Cox's Instant Powdered Gelatine (1-qt. size), per doz.	1 10

"Indian Chief Brand"
CLAMS



Always insist on having this brand because they really are the very best clams on the market. And sold at a price that allows a good profit to the trade.

We are situated right alongside the clam beds and get our supply fresh every day, and they are canned right up at once.

In this way they retain their original flavor, and they are also put up in the most sanitary manner.

Just the thing for the restaurant trade.

Order from your jobber.

Packed by

Shaw & Ellis, Pocologan, N.B.

AGENTS:

Montreal, R. B. Hall & Son — Ottawa, William Forbes

Quebec, A. Francois Turcotte

For warm weather trade and house-cleaning time, try

COOKED HAMS

Very cheap this year and better than ever.

"Star Brand" cured under Government inspection.

F. W. Fearman Co., Limited

Established 1854

"Just pure Coffee, refined like sugar. Use it as you do sugar,—¾ of a teaspoonful to a cup and pour on boiling water. Sugar and cream to taste—dissolves instantly—no sediment—the flavor is always perfect—you control the strength. Sold *only* in air-tight tins. A child can make as good coffee as a chef with

G. Washington's INSTANT Coffee

Now You Can Drink All The Coffee You Want

FOR SALE BY

Canadian Wholesale Grocers

G. WASHINGTON COFFEE SALES CO., 79 Wall St., New York

Write for literature telling of Mr. Washington's Wonderful Refining Process, which gives us this 100% Pure Refined Coffee.

Canadian Sales Agent:

Edmund Littler

169 William Street

MONTREAL, CANADA

TWO CENTS PER WORD

You can talk across the continent for two cents per word with a WANT AD. in this paper

At Last
a GOOD LIGHT Broom
THE
"Nugget" Broom

Broom makers have always made good brooms only in the heavier weights. Light brooms have always been of the poorer grades.

But now comes the "NUGGET" broom—sure to make a hit with every housewife.

A **light** broom—made of the best corn, no stems or seeds, handle finished golden yellow, handsomely trimmed in yellow velvet and sewed with four rows of yellow string.

Each "NUGGET" broom bears its name and trade-mark irremovably fixed on its handle and comes in an individual wrapper.

For prices, etc., write

Stevens - Hepner Company, Ltd.
Port Elgin, - Ontario

The "Nugget" broom is only one of the famous Keystone Brand Brooms and Brushes.

There are so many things for which Wonderful Soap can be used successfully housewives think of it first in connection with whatever requires thorough cleanliness and care. Think of the big field of sales here for you. Display Wonderful Soap prominently today.

Guelph Soap Co.
Guelph, Ont.

BOAR'S HEAD LARD COMPOUND.

N. K. FAIRBANK CO., LTD.

Tierces	0 10¼
Tubs, 60 lbs.	0 10½
Pails, 20 lbs.	0 10¾
Tins, 20 lbs.	0 10¼
Cases, 3 lbs., 20 to case	0 11¼
Cases, 5 lbs., 12 to case	0 11½
Cases, 10 lbs., 6 to case	0 11

F.O.B. Montreal.

MUSTARD.

COLMAN'S OR KEEN'S.

	Per doz. tins
D. S. F., ¼-lb.	$ 1 50
D. S. F., ½-lb.	2 68
D. S. F., 1-lb.	5 36
F. D., ¼-lb.	0 95
F. D., ½-lb.	1 63
	Per jar
Ham, 4-lb. jar	0 87
Durham, 1-lb. jar	0 28

JELLY POWDERS.

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan, 15 flavors, 1 doz. in handsome counter carton, per doz. ..... $ 0 90

List Price.

SOAP AND WASHING POWDERS.

SNAP HAND CLEANER.

3 dozen to box	3 60
6 dozen to box	7 20

30 days.

RICHARDS' PURE SOAP.

Richards' Quick Naptha Soap.

Packed 100 bars to case.

5-case lots (delivered), $4.15 each with 20 bars of Quick Naptha as a free premium.

FELS NAPTHA.

Prices—Ontario and Quebec:

Less than 5 cases	$ 5 00
Five cases or more	4 95

WHITE SWAN LYE.

Single cases, 4 doz.	$ 3 50
5 case lots, 4 doz.	3 55

Shipping weight 50 lbs. per case.

THE CANADA STARCH CO., LTD., EDWARDSBURG BRANDS and BRANTFORD BRANDS.

Laundry Starches— Boxes.	Cents.
40 lbs., Canada Laundry	.06¼
40 lbs., boxes Canada white gloss, 1 lb. pkg.	.06¾
48 lbs. No. 1 white or blue, 4 lb. cartons	.07¼
48 lbs. No. 1 white or blue, 3 lb. cartons	.07¼
100 lbs., kegs, No. 1 white	.06¾
200 lbs., bbls., No. 1 white	.06¾
30 lbs., Edwardsburg silver gloss, 1 lb. chrome pkgs.	.07¾
48 lbs. silver gloss, in 6-lb. tin canisters	.08¼
36 lbs., silver gloss 6-lb. draw lid boxes	.08¼
100 lbs., kegs, silver gloss, large crystals	.07¼
28 lbs., Benson's Satin, 1-lb. cartons, chrome label	.07½
40 lbs., Benson's Enamel (cold water), per case	3 00
20 lbs., Benson's Enamel (cold water), per case	1 50
Celluloid—boxes containing 45 cartons, per case	3 60

Culinary Starch.

40 lbs. W. T. Benson & Co.'s prepared corn	.07¾
40 lbs. Canada pure corn starch	.06½

(120-lb. boxes ¼c higher.)

Casco Potato Flour, 20-lb. boxes, per lb.	10

BRANTFORD STARCH.

Ontario and Quebec.

Laundry Starches—

Canada Laundry—

Boxes about 40 lbs.	.06

Acme Gloss Starch—

1-lb. cartons, boxes of 40 lbs.	.06¾

First Quality White Laundry—

3-lb. canisters, cs. of 48 lbs.	.07¼
Barrels, 200 lbs.	.06¾
Kegs, 100 lbs.	.06¾

Lily White Gloss—

1-lb. fancy carton cases 30 lbs.	.07¾
S in case	.08
6-lb. toy trunks, lock and key, 6-lb. toy drum, with drumsticks, S in case	.08¼
Kegs, extra large crystals, 100 lbs.	.07¼

Canadian Electric Starch—

Boxes, containing 40 fancy pkgs., per case	3 00

Celluloid Starches—

Boxes containing 45 cartons, per case	3 60

Culinary Starches—

Challenge Prepared Corn—

1-lb. pkts., boxes of 40 lbs.	.06½

Brantford Prepared Corn—

1-lb. pkts. boxes of 40 lbs.	.07¾

"Crystal Malze" Corn Starch—

1-lb. pkts., boxes of 40 lbs.	.07¾

(20-lb. boxes ¼c higher than 40's)

OCEAN MILLS, MONTREAL.

Chinese starch, 16 oz. pack., 4 doz. per case, $4; Ocean Corn Starch, 16 oz., pack., 4 doz. per case, $3.60; King Corn Starch, 16 oz. pack., 4 doz. per case, $3.12; Ocean Blanc Mange, all flavors, 8 oz. pack., 4 doz. per case, $4; Ocean Borax, 8 oz. pack., 4 doz. per case, $1.80; Ocean Baking Soda, 8-oz. package, 120 packages, per case, $3; Ocean Baking Soda, 16 oz. pack., 60 pack. per case, $3; Ocean Baking Powder, 1 lb. pack., 3 doz. per case, $6.75; Ocean Baking Powder, 8 oz. pack., 5 doz. per case, $6.50; Ocean Baking Powder, 4 oz. pack., 4 doz. per case, $3; Ocean Baking Powder, 3 oz. pack., 4 doz. per case, $1.60; Ocean Baking Powder, 5 lb. tin, 10 tins per case, $7.50; Chinese Washing Powder, 8 oz., 120 pack. per case, $4.25; retail at 5c per doz., 45c; Ocean Extracts, all flavors, 2 oz., 6 doz. per case, $6; Ocean Mustard (French Mustard, quart size, 2 doz. per case, $4.80; Ocean Mustard (French Mustard), pint size, 2 doz. per case, $4; Ocean Liquid Blue, pint bottles, 2 doz. per case, $1.80; Petrolatum, 2 oz. jars, 12 doz. per case, $5.40; Petrolatum, 5 oz. jars, 6 doz. per case, $5.40; Ocean Cough Syrup, 8 oz. bottle, 3 doz., per case, $7.20.

UPTON'S CLOVER HONEY

Have you seen our new package?

Write us for price list.

The T. Upton Co., Limited

ST. CATHARINES

Factories at Hamilton and St. Catharines

Boost Up Your Trade

By displays of Fresh Fruits and Green Vegetables. Nothing more attractive than a good showing of the finest seasonable lines.

Pineapples, Strawberries, Lettuce, Radish, Asparagus, New Cabbage, Grape-Fruit, Oranges, Bananas, Cucumbers, Tomatoes, Celery, Texas Bermuda Onions (Silver and Yellow)

THE HOUSE OF QUALITY

Hugh Walker & Son

Established 1861

GUELPH and NORTH BAY

Fruit Display Stand or Silent Sal:sman

A Handy, Portable Stand that Displays and Sells Your Stock

—a real silent salesman, a profitable investment that not only makes a handsome fixture, but is a source of better business. Live Merchants of Canada are displaying their stock of fruits, vegetables, etc., on these stands and claim that they more than pay for themselves by moving stock quickly. They are easily moved about, not unsightly like boxes, and are easy to select from.

Write for full particulars.

METAL CRAFT COMPANY

GRIMSBY, ONT.

Our Tiger (50 cent line) Brooms

are superfine carpet **BROOMS** on **polished** handles. Offer them to your customers and secure business that stays. Splendid value in 35c, 40c, 50c, 60c lines. Try a sample shipment and be satisfied.

We make **Factory Brooms.**

Walter Woods & Co.

HAMILTON

Your Surest Guarantee—

of heavy and continuous demand is the enthusiasm of the housewife and the regularity with which she comes back for more.

Brunswick Brand Sea Foods

Delectably satisfying in flavor and nourishment, a single sale of Brunswick Brand goods means continued re-orders. You can quickly turn the tide of heavy sales your way by an attractive display of the Brunswick Lines.

Look over the list and write us which lines you are short. Write to-day.

¼ Oil Sardines
Kippered Herring
Herring in Tomato Sauce
Finnan Haddies
(Oval and Round Tins)
Clams
Scallops

Connors Bros., Limited
Black's Harbor, N.B.

COW BRAND BAKING SODA

In boxes only.

Packed as follows:

5c packages (96)	$ 3 20
1 lb. packages (60)	3 20
½ lb. packages (120)	3 40
1 lb. 30 / ½ lb. 60 } Packages, Mixed	3 30

SYRUP.

THE CANADA STARCH CO., LTD., CROWN BRAND CORN SYRUP.

2-lb. tins, 2 doz. in case	$2 65
5-lb. tins, 1 doz. in case	3 00
10-lb. tins, ½ doz. in case	2 90
20-lb. tins, ¼ doz. in case	2 85
Barrels, 700 lbs.	3¾
Half barrels, 350 lbs.	4
Quarter barrels, 175 lbs.	4¼
Pails, 38½ lbs.	1 95
Pails, 25 lbs. each	1 40

LILY WHITE CORN SYRUP.

2-lb. tins, 2 doz. in case	3 00
5-lb. tins, 1 doz. in case	3 35
10-lb. tins, ½ doz. in case	3 25
20-lb. tins, ¼ doz. in case	3 20

(5, 10 and 20-lb. tins have wire bandles.)

ST. LAWRENCE SUGAR REFG. CO.

Crystal Diamond Brand Cane Syrup.

2-lb. tins, 2 doz. in case	$2 65
Barrels	0 03⅜
½ barrels	0 04

CANNED HADDIES.
"THISTLE" BRAND.

A. P. TIPPET & CO., Agents.

Cases, 4 doz., each, flats, per case	$5 40
Cases, 4 doz. each, ovals, per case	5 40

INFANTS' FOOD.

Robinson's patent barley, ½ lb. tins, $1.25; 1-lb. tins, $2.25; Robinson's patent groats, ½-lb. tins, $1.25; 1-lb. tins, $2.25.

BEAVER BRAND CORN AND MAPLE SYRUP.

Quart tins (wine measure), 2 doz. in case, per case	4 70

MOLASSES.

THE DOMINION MOLASSES COMPANY. LTD.

Gingerbread Brand.

2s, Tins, 2 doz. to case.

Quebec, per case	$1 85
Ontario, per case	1 90
Manitoba, per case	2 30
Saskatchewan, per case	2 60
Alberta, per case	2 70

DOMOLCO BRAND.

2s, Tins, 2 doz. to case.

Quebec and Ontario, per case	2 95
Manitoba, per case	3 40
Saskatchewan, per case	3 65
Alberta, per case	3 75
British Columbia, per case.	2 40
British Columbia, per case.	3 56

SAUCES.

PATERSON'S WORCESTER SAUCE.

½-pint bottles, 3 and 6 doz. cases, doz.	0 90
Pint bottles, 3 doz. cases, doz.	1 75

H. P.

	Per doz.
H. P. Sauce— Cases of 3 dozen	1 90
H. P. Pickles— Cases of 2 doz., pints	3 25
Cases of 3 doz., ¼ pints	2 20

STOVE POLISH.

JAMES DOME BLACK LEAD.

2a size, gross	2 50
6a size, gross	2 40

NUGGET POLISHES.

	Doz.
Polish, Black and Tan	0 85
Metal Outfits, Black and Tan	3 65
Card Outfits, Black and Tan	3 25
Creams and White Cleanser	1 10

TEAS.

THE SALADA TEA CO.

East of Winnipeg.

	Wholesale.	R't'l.
Brown Label, 1s and ½s	.33	.40
Blue Label, 1s, ½s, ¼s, and ⅛s	.40	.50
Red Label, 1s and ½s.	.46	.60
Gold Label, ½s	.54	.70

ORANGE MARMALADE.

"BANNER BRAND" PURE FRUIT PRODUCTS.

JAMS AND JELLIES.

2's	$ 2 15
4's	0 35
5's	0 42
7's	0 60
30's, wood	0 08
12-oz. glass jar	1 15
Tumbler, glass	0 95

MARMALADE.

2's, per doz.	$ 2 30
4's, per pail	0 40
5's, per pail	0 45
7's, per pail	0 65
30's, wood, lb.	0 08¾
12-oz. glass jar, doz.	1 20
Tumbler, glass, doz.	1 00

Prices subject to change without notice.

MINTO BROS., Limited, Toronto.

We pack in 60 and 100-lb. cases All delivered prices.

MELAGAMA TEA.

	Whol.	Ret.
Red Label, 1s or ½s	0 29	0 35
Green Label, 1s, ½s, ¼s	0 32	0 40
Blue Label, 1s, ½s, ¼s	0 37	0 50
Yellow Label, 1s, ½s, ¼s	0 42	0 60
Purple Label, ¼s only	0 55	0 80
Gold Label, ¼s only.	0 70	1 00

MINTO TEA.

	Whol.	Ret.
Green Bag	0 29	0 35
Red Bag	0 32	0 40
Yellow Bag	0 37	0 50
Purple Bag	0 42	0 60

YEAST.

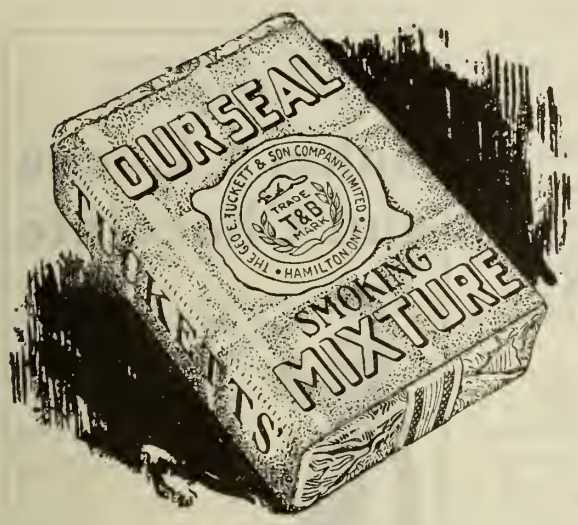
White Swan Yeast Cakes, per case, 3 doz. 5c pks.	1 20

IMPERIAL TOBACCO CO. OF CANADA, LIMITED, EMPIRE BRANCH.

Black Watch, 8s, butts 9 lbs., boxes 6 lbs.	$0 60
Bobs, 6s and 12s, 12 and 6 lbs.	0 49
Currency Bars, 12s, ½ butts, 12 lbs., boxes 6 lbs.	0 46
Currency, 6s, ½ butts, 9 lbs.	0 40
Stag Bars, 6½s, butts, 11 lbs., boxes 5½ lbs.	0 48
Walnut Bars, 8½s, boxes 7 lbs.	0 64
Pay Roll, thick bars, 8½s, 6 lb. boxes	0 68
Pay Roll, thin bars, 8½s. 5 lb. boxes	0 68
Pay Roll, plug, 8½s, 12 and 7 lb. caddies	0 68
Shamrock, plug, 7½s, ½ butts, 12 lbs., boxes 6 lbs.	0 57
Empire, 7s and 14s, caddies 15 lbs., ¼ caddies, 6 lbs.	0 56
Great West, pouches, 9s	0 72
Forest and Stream, tins, 11s, 2 lb. cartons	0 80

MILD, NON-BITING

Smooth Smoking—Fragrant



Tobacco-using Canada has taken "Our Seal" to their "Jimmy" pipes in a way that says infinitely more than mere words of praise.

This new blend of tobacco is delightfully mild and fragrant, the result of much experimenting during a period of some six years.

You should have this popular package tobacco in stock for your customers who are "in the know." *Ask your wholesaler.*

TUCKETT LIMITED, Hamilton, Ontario

Are You Interested

In Buying a Business?
In Selling a Business?
In Engaging a Clerk?
In Securing a Position?
In Securing a Partner?
In Disposing of Second-hand Fixtures?

Then you should use
Canadian Grocer's Classified Ad. Columns.

It should find for you among the progressive Grocers of Canada at least one individual who is on the lookout for just such a proposition that you have to offer.

CANADIAN GROCER reaches the retailer, the wholesaler, the manufacturer, the clerk and the traveller, just the men to whom you wish to sell or from whom you would buy.

No Other Paper Reaches All These Men.

RATES:
(payable in advance)
2c per word, first insertion.
1c per word, subsequent insertions.
5c extra per insertion when replies are to be addressed c|o Canadian Grocer.

Canadian Grocer
143-153 University Ave., Toronto

Daily arrivals of fine, fresh, frozen

Lake Trout and Herring

also Pickled Herring. Just the thing for deliciously appetizing and economical meals. Big margin for the dealer.

¶ Only few hundred barrels Georgian Bay Apples left. Rush your order through —NOW.

Lemon Bros.
Owen Sound, Ont.

When
you start to buy
California Late Valencia
Oranges
you will find

"Aurora"

a high-grade, honestly packed brand.

Don't Forget.

J. J. McCABE
Agent
Toronto

Buyers' Guide

WRITE TO
10 Garfield Chambers, Belfast, Ireland.
for Sample Copy of the
Irish Grocer, Drug, Provision and General Trades' Journal
If you are interested in Irish trade.

We are buyers of evaporated and farmers' dried apples. Prices and terms on application.
O. E. Robinson & Co.
Ingersoll Ontario

SUCHARD'S COCOA
The Highest Quality
Most Reasonably Priced
"Quality" Cocoa
On Sale Anywhere.
FRANK L. BENEDICT & CO.
Agents Montreal

EGG FILLERS
Our capacity is three times the total Filler requirements of Canada.
PROMPT DELIVERIES
by us are therefore certain.
THE TRENT MFG. CO., LTD.
TRENTON, ONTARIO, CANADA

Write us for New Price List of
WINDSOR SALT
TORONTO SALT WORKS
TORONTO, ONT. GEO. J. CLIFF, Manager

ST. MARC COFFEE
Gives all users entire satisfaction.
AUGUSTIN COMTE & CO., LTD.
725 Notre Dame E. Montreal

THEY ARE GOOD
OLD STAND-BYS
Baker's Cocoa and Chocolate

are always in demand, sell easily and are thoroughly reliable. You have no selling troubles with them.

Registered Trade-Mark

Trade-mark on every genuine package

MADE ONLY BY
Walter Baker & Co. Limited
Established 1780
Montreal, Can. Dorchester, Mass.

TANGLEFOOT
The Non-Poisonous Fly Destroyer
Destroys Billions of Flies every year—vastly more than all other means combined. Absolutely Sanitary.

When writing advertisers kindly mention having seen the advertisement in this paper.

More than five million families annually testify to their superiority.

For twenty years the standard of clean, wholesome, natural, sun-cured, seedless raisins.

May be purchased from any wholesale grocer in Canada.

Canadian Agents:
Nicholson & Bain,
Winnipeg, Edmonton, Saskatoon, Regina.
Eugene Moore,
Toronto.
Universal Importing Company,
Montreal.

11 x 22 six-color display card mailed on application.

Always sold in this package.
AMERICAN VINEYARD COMPANY, Growers and Packers

CLASSIFIED ADVERTISING

Advertisements under this heading, 2c per word for first insertion, 1c for each subsequent insertion.

Where replies come to our care to be forwarded, five cents must be added to cost to cover postage, etc.

Contractions count as one word, but five figures (as $1,000) are allowed as one word.

Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

FOR SALE

FOR SALE—A GROCERY, FLOUR AND feed business in a good town. Corner store. Stock and fixtures $3,500. A bargain. Apply to Box 88, Canadian Grocer, Toronto. 52015

FOR SALE—GENERAL STORE SITUATED 21 miles west of London. Turnover $15,000.00. Stock $5,500.00. Good opening for energetic man. Will sell or lease store. Proprietor wishes to retire. Write to Box 87, Canadian Grocer, Toronto, Ont. 61115

WANTED

AGENCIES WANTED FOR STAPLE ARticles for first-class man with connection in the Ottawa Valley. Write Box 90, Canadian Grocer, Toronto.

GROCERY MAN, FIFTEEN YEARS' EXperience, open for position June 1st. Write Box 89, Canadian Grocer, Toronto.

WANTED—SITUATION IN GROCERY STORE as branch manager or assistant. Thoroughly experienced. Office work, tea-taster. Box 86, Canadian Grocer, Toronto. (0)

WANTED—AN EXPERIENCED CLERK FOR General store. One who can speak English and French preferable. First-class references required. Apply Box 113, Comber, Ont.

WANTED—WHAT ARE YOU WANTING? A clerk, a business, a salesman, a partner? An outlay at the rate of two cents a word will make your wants known throughout the Dominion to just the men who can satisfy you. See our rates above and send along your ad. to-day.

TRAVELLER, HAVING GOOD CONNECTION with grocery, feed and confectionery trade in Halifax and district, and able to furnish first-class references, will be pleased to hear from any manufacturer desiring representation in the territory mentioned. Address Traveller, Canadian Grocer. (43015)

MISCELLANEOUS

ACCURATE COST-KEEPING IS EASY IF you have a Dey Cost Keeper. It automatically records actual time spent on each operation down to a decimal fraction of an hour. Several operations of jobs can be recorded on one Limited. Office and factory, 29 Alice Street, an excellent combination — employees' time card. For small firms we recommend this as register and cost keeper. Whether you employ a few or hundreds of hands, we can supply you with a machine suited to your requirements. Write for catalogue. International Time Recording Company of Canada, Toronto.

BUCKWHEAT FLOUR GUARANTEED pure and unsurpassed by any mill in the province. T. H. Squire, Queensboro, Ont., solicits your orders.

WAREHOUSE AND FACTORY HEATING systems. Taylor-Forbes Company, Limited. Supplied by the trade throughout Canada. (tf)

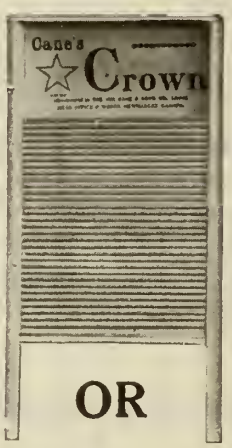
THE NATIONAL CASH REGISTER COMpany guarantee to sell a better register for less money than any other house on earth. We can prove it. Make us. The National Cash Register Co., 285 Yonge St., Toronto.

WANTED—ENERGETIC MAN TO SECURE subscriptions and renewals to MacLean's Magazine and The Farmer's Magazine. Good income guaranteed to capable person. Apply by letter, stating qualifications, to The MacLean Publishing Company, Limited, 143-153 University Ave., Toronto, Canada.

A SEED DEPARTMENT
will add to your profits
Kelway Langport England
grow and sell
SEEDS OF ALL KINDS
for Traders
Write to the actual wholesale growers for rock-bottom prices and illustrated catalogue.
Buy well ahead to secure
LOWEST PRICES.
WRITE TO-DAY

"It's an ill wind that blows no good"

ALUMINUM



ZINC

OR

The War—

has raised the price of zinc and consequently the price of washboards—

BUT

the BIG CANE VALUE IN WASHBOARDS IS BIGGER THAN EVER because it has come to a point where we can use aluminum in place of zinc.

ALUMINUM IS LESS LIABLE TO CRACK, SPLIT OR CARRY DEFECTS THAT WILL TEAR THE CLOTHING BEING WASHED ON IT, AND IT PRESENTS A MUCH BRIGHTER APPEARANCE THAN ZINC, AND IS MORE ATTRACTIVE ON THAT ACCOUNT.

We are prepared to deliver our standard brands of washboards with aluminum washing plate at the same price as that of zinc ones on receipt of instructions from our customers, through the jobbing trade. ORDER NOW.

The Wm. Cane & Sons Co., Limited
Newmarket, Ont.

We Call on Your Customers

Through the Magazines and tell them how good and useful is

MAPLEINE

The last word in flavors

Order from

Frederick E. Robson & Co.,
25 Front St. E., Toronto, Ont.

Mason & Hickey
287 Stanley St., Winnipeg, Man.

CRESCENT MFG. CO.
SEATTLE, WASH.

OAKEY'S KNIFE WELLINGTON POLISH

JOHN OAKEY & SONS, LIMITED,
LONDON . ENGLAND.

AGENTS

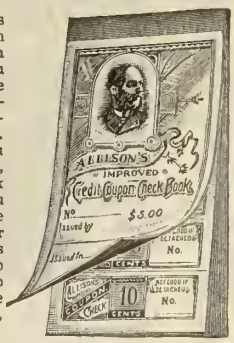
Geo. B. Jenkinson, 43 Queen St. East, Toronto, and J. E. Huxley & Co., 220 McDermed St., Winnipeg

ALLISON COUPON BOOKS

Minimize the Risk of Loss on Credit Accounts and bring in the money quicker—two mighty good arguments. Installing the Allison Coupon Book System in a store that has credit gives the same result as adding more capital to the business—and Allison Coupon Books cost almost nothing.

HOW THEY WORK:

When a man wants credit, give him an Allison Coupon Book, and have him sign form at the front, which becomes then his promissory note to you. As he buys, you tear out coupons, and when his book is exhausted you can collect his note or extend credit for another book, as you deem wise. No pass books, no charging, no time wasted, no errors, no disputes.



For sale by the jobbing trade everywhere.
Manufactured by
ALLISON COUPON COMPANY
Indianapolis, Indiana, U.S.A.

An Opportunity for the Clerk

Money Prizes for Best Examples of Sales Expansion and Methods Used to Move Out the Goods—Contest Closes on June 1—Enter it at Once.

CANADIAN GROCER wants to see every clerk a REAL salesman. Anybody can take orders that are spoken over the counter or the telephone, but it requires a clerk who knows his goods and his customer to SELL things.

We have always been interested in the making of better salesmen, and that is why we are running this contest for clerks.

Each one of you has at some time or another conducted a selling campaign on some particular line.

You have, by adopting certain selling methods, expanded sales on one or more lines of goods; or you have raised the standard of quality of certain lines of goods sold regularly to your customers.

We want you to tell the story about it in as few words as possible—but tell it fully.

Prizes will be offered as follows:—The clerk who gives the best example of the expansion of sales on any particular line of goods or associated lines will receive a cash prize of $3. The second prize will be $2, and the third $1. There will, of course, be other answers suitable for publishing. These will be printed and paid for at regular space rates for correspondence. This gives everybody a chance. The contest will help every clerk who enters it, because it means the analyzing of sales and methods.

Conditions and Suggestions.

1. The articles on which sales were expanded must have been sold at regular prices, not at cut rates.

2. Each clerk may send in as many items for the contest as he may desire, but each must refer to one particular line, or associated lines, and must be written on a separate sheet of paper.

3. Answers should be confined to as brief space as possible.

4. Where possible, point out either the quantity or the value of the goods sold by adopting certain methods.

5. Answers must be in by June 1. Better send them along at once.

Each clerk has some strong evidence up his sleeve of the selling power of the staff of a retail store. He knows selling talks that have sold new goods or raised the standard of staples selling all the time; he can tell of unique display methods or a well written newspaper advertisement that has brought business; and he can point to a dozen and one little store "kinks" for expanding sales.

All replies should be addressed to The Editor, Canadian Grocer, 143-153 University Ave., Toronto. Further particulars on request.

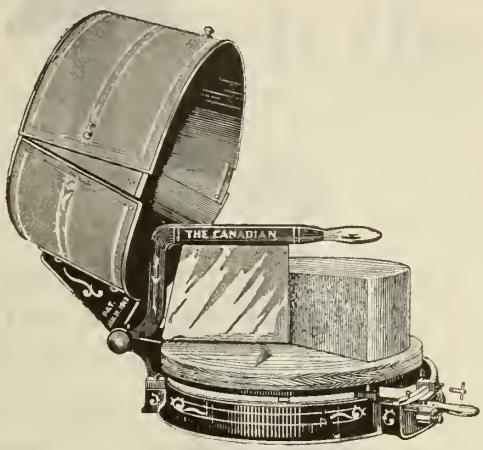
There's a Sauce, Pickle, Catsup, Relish in the "Queen Quality" Range to Suit Every Taste

Take a few "Queen Quality" bottles and arrange a neat display on your counter where your customers can look them over while waiting to be served and you will find almost every order headed with one of the following:
a 10 or 20 ounce bottle of Queen Quality Pickles
Queen Quality Catsup
Sweet Mixed and Chow
Perry's English Sauce
Worcester Sauce
Queen Quality Universal Sauce
or a pint of
Bulk Pickles (in Pails)
English Chow Chow (in Pails).

Their appearance attracts; their quality brings continued business. Ask for quotations on these and on bonded spirit and cider vinegars.

Taylor & Pringle Co., Owen Sound, Ont.

A Business Advantage



The CANADIAN Open.

Computing Cheese Cutter and Metal Cabinet Combination

A Profit Earner of Highest Quality

Better Cutters than we claim—Better Cutters than others claim

Talk back—We like it

Computing Cheese Cutter Co.

Windsor, Ont.

I SAY!

The Same Terms for all Retailers

There are no "cut prices"—no special discounts—no secret rebates to dealers on "Windsor" or "Regal" Salt.

Every Retail Grocer pays his jobber what all the others pay—and they buy only through the jobbers.

The price and the quality are guaranteed and upheld.

It is this strict adherence to quality which has built up the enormous demand for "WINDSOR" AND "REGAL" TABLE Salts. Practically everybody in Canada uses them. For the sake of some "cut price" (which may not be as much as the discount allowed a competitor) a Grocer has got to overcome the universal preference for "WINDSOR" AND "REGAL."

Can you do it—can you afford to try to do it—is it worth while—isn't it easier and more profitable to handle standard, reliable one price brands like

"WINDSOR" AND "REGAL" SALT

IN THE FRUIT SEASON

The housewife would almost as soon be without sugar or potatoes as not to have

Parowax

always on hand. For sealing preserves, jams and jellies, Parowax is a staple.

Parowax is also largely used for loosening dirt when washing clothes. Women like it because it makes washing easy, and does away with all the hard rubbing.

Our advertising this year will again stir up a good demand for Parowax. Be ready for it. Put up in ¼-lb. cakes, packed 4 in a carton, 20, 40 or 100 cartons in a case.

MADE IN CANADA

THE IMPERIAL OIL COMPANY
Limited
BRANCHES IN ALL CITIES

TEA

Every week the situation seems to get more difficult in the primary markets, and as stocks in Canada are getting very low, we think it wise for careful Merchants to anticipate their wants for some time to come and purchase at the market now. Prices of Ceylons, Indians and Japans are high, but on the other hand, China Congous are reasonable. Gunpowders and Young Hysons have seldom shown such exceptional values.

John Duncan & Co.

Established 1866 MONTREAL

The Seasoner That Sells All Seasons

Purity Salt is a line that gives entire satisfaction throughout the year to both dealer and consumer. PURITY SALT is rightly named because it consists exclusively of fine, dry, even crystals free from all foreign substances.

It is pure—that is why the women think so highly of it. Good profits assured. Insist on getting **Purity** when next ordering.

The Western Salt Co., Limited

COURTRIGHT ONTARIO

THEY STAND ALONE

Goodwillie's Pure Fruits

In Glass are highest quality packed

Agents:

Rose & Laflamme Limited

Montreal and Toronto

You can get them from your Wholesaler

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Watch the

For a Watch

is the slogan adopted for a series of advertisements that will appear in the next four issues of the Grocer.

Look for these advertisements, they contain a specific offer of the most liberal kind.

Now! Watch!

Laporte, Martin, Limitée

568 St. Paul Street, MONTREAL

A Straight Talk from the Manager

Profit Promoting

¶ You are in business for the money you can make out of it.

¶ In other words you want *Permanent Profits.*

¶ At your Convention at London and for years past you have striven for better profits on the goods you handle.

¶ It is a big fight, you need all the help you can get—and ammunition.

¶ Canadian Grocer is with you heart and soul. It is a "*permanent profit promoter.*"

¶ Read its editorial pages. They overflow with ideas that have won profits for the other fellow.

¶ Study its advertising columns for they bristle with profit possibilities. Remember Canadian Grocer is out for *your interests.*

¶ Think it over.

When you tell a customer you don't keep

CHASE & SANBORN'S Coffee

you lose something more than a sale.

Chase & Sanborn, - Montreal

HIGH-GRADE COFFEES

A

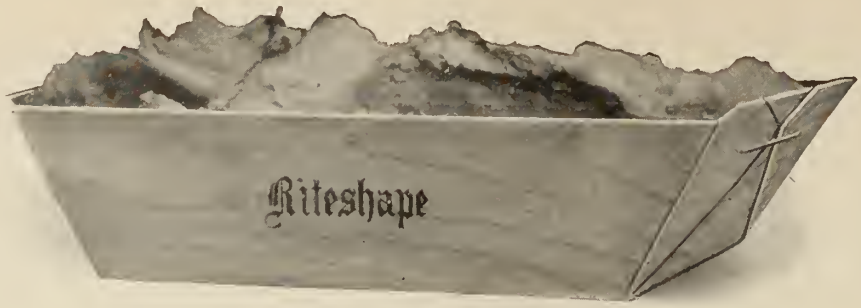
22 CARAT-INVESTMENT

SILVO is the improved polish, ideal for cleaning the most delicate silver. Ordinary polish necessitates heavy rubbing, this in time wears down the plate. SILVO is quite different from all other polishes on the market because:—Friction is reduced to a minimum—the Plate is preserved and a brilliant shine is obtained with less work. And the SILVO shine lasts.

SILVO

is the Gem of Polishes in every home and a 22 carat investment in every store, showing a good profit on every tin sold.
Write for trial sample and prices and prove its polishing advantages.

RECKITTS' (Oversea) Ltd.,
122, Wellington Street West, TORONTO.



Genuine Sugar Maple

½ to 10

THE BIG LINE THE BEST LINE

The Riteshape line of butter dishes and food trays is now being introduced to the Canadian trade. Get your Riteshapes early.

The Riteshape dish is the highest type of bulk food container. It is the only dish manufactured in a complete line of sizes from ½ to 10 pounds.

It differs in shape from any other dish. The shape makes possible a neater and more economical package than is possible with any other dish.

Every Riteshape dish is carefully inspected. Every dish shipped is a perfect dish. There are none to waste.

Riteshape dishes are packed in strong, sanitary shipping packages. They come to you in perfect condition.

Use Riteshapes for butter, lard, sausage, hamburg, sliced and chopped meats, delicatessen, cakes, pastry, vegetables and fruits, steaks, roasts, sea food, fish and oysters.

A great many Canadian jobbers already have stocks of Riteshapes. They can quote you attractive prices on this greatest dish.

ASK YOUR JOBBER OR

THE OVAL WOOD DISH COMPANY

Delta, Ohio, U.S.A.

SASKATCHEWAN MERCHANTS' CONVENTION NUMBER

CANADIAN GROCER

Only Weekly Grocery Paper Published in Canada

THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. XXX PUBLICATION OFFICE: TORONTO, MAY 21, 1915 No. 21

One of the famous Edwardsburg brands

The standard of excellence for more than half a century

THE CANADA STARCH CO. LIMITED

MANUFACTURERS OF THE

EDWARDSBURG BRANDS

Works, Cardinal, Brantford & Fort William, Ont.

The Canadian Artillery in Action

"Boys, we held them at Langemarck!"

CODOU'S MACARONI

holds trade firm against all odds

Codou's strong point is its unquestioned quality—its years of popularity and satisfaction to the dealer and customer.

Codou's quality starts with the first ingredient—the wheat, the best adapted to the purpose. Unusual care and cleanliness mark every step in the Codou process.

Keep fortified against poor profits. Be ready for the "Langemarck" in your sales by ordering a goodly stock of the best Macaroni—CODOU'S.

Replenish to-day.

Arthur P. Tippet & Co.

Agents MONTREAL

Here is the new Sugar that your customers are asking for.

Lantic Sugar

THE SUGAR OF EXTRA SWEETNESS

Make your profit on all the business we are sending to your store through our splendid newspaper, magazine and poster advertising. Stock the full line of LANTIC SUGAR — the 10, 20 and 100-pound bags, as well as the 2 and 5-pound cartons and the barrels. We are creating the sales for you. You have but to satisfy the demand.

ATLANTIC SUGAR REFINERIES LIMITED

MONTREAL AND ST. JOHN, N. B.

Lantic Sugar

Retail Merchants in Convention

Our best wishes were yours for a successful convention.

Let us remind you that five separate units of Western Canada's Premier Wholesale Grocery Establishment are continually at your service:

Unit No. 1 Head Office at Winnipeg, Man.
Unit No. 2 Warehouse at Saskatoon, Sask.
Unit No. 3 Warehouse at Moose Jaw, Sask.
Unit No. 4 Warehouse at Brandon, Man.
Unit No. 5 GOLD STANDARD FACTORY at Winnipeg.

The buying power of these several units is advantageously combined and the policy directed by a central management, thus making economies which are reflected in our price lists. Each unit maintains a distinctive stock adapted to the territory it serves.

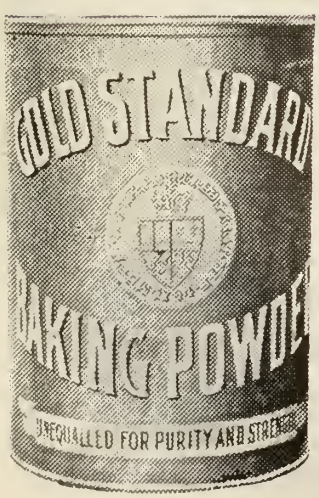
Let us quote and serve you from the point most favorably situated to supply your requirements.

The Codville Company, Limited

Wholesale Grocers and Manufacturers

WINNIPEG

Brandon MAN. **Moose Jaw** SASK. **Saskatoon** SASK.



From the vine to the bottle along the road of absolute PURITY

The juice of the delicious, sun-ripened Winona Concord grapes is the finest flavored of any in the world—a fact which is proven by the unparalleled and growing demand for the grapes of the Winona district.

This fine quality juice is processed under the same high grade, cleanly conditions for which E.D.S. products are noted. It has no chance whatever to lose its fine, fresh grape flavor before being bottled ready to serve to lovers of Nature's purest and most wholesome beverage.

E.D.S. grape juice should be on display right now in your store and your windows.

Sell E.D.S. Brand and watch the taste grow.

E. D. Smith & Son, Limited
WINONA, ONT.

Agents:
NEWTON A. HILL
Toronto
MASON & HICKEY
Winnipeg
A. P. ARMSTRONG
Sydney, N.S.
W. H. DUNN
Montreal
R. B. COLWELL
Halifax, N.S.

SUCCESS

comes quickest with standard goods such as Borden's

Three generations of physicians have prescribed them for their absolute fidelity to purity, quality and wholesomeness.

Three generations of mothers have proven their worth and goodness.

And to-day Borden's is one of the strongest and surest sellers in your line.

The camping and picnicing season is almost here. Feature Borden's in your displays to-day.

Borden Milk Co., Limited
"Leaders of Quality"
MONTREAL
Branch Office: No. 2 Arcade Building
Vancouver, B.C.

BORDEN MILK Co. LIMITED
EAGLE BRAND
Trade Mark of BORDEN MILK COMPANY LIMITED
GAIL BORDEN
EAGLE
BRAND
By which their PRESERVED MILK will hereafter be designated and for additional protection against imposition each Label will bear the signature.
Gail Borden
BORDEN MILK COMPANY LIMITED
MONTREAL, CANADA.

Macdonald-Crawford Limited

Wholesale Grocers and Fruit Merchants

Saskatoon and Moose Jaw

Distributors of

Swiss Bell Brand Canned Goods and
Western Canners Canned Goods,
Kelowna, B.C.

One Price Highest Quality Best Service

GOLD DUST

GOLD DUST is the great cleansing machine that saves hard work for the housewife. GOLD DUST advertising is the grear selling machine that saves hard work for the grocer, by sending sales to him. Keep GOLD DUST prominently displayed and get the benefit of our work on the consumer.

THE N.K. FAIRBANK COMPANY
LIMITED

Summer Sales Come Easy with

Simcoe Baked Beans

Make less work in the hot kitchen —more time in the cooling, fresh air.

A delicious meal with all the nutriment necessary for upbuilding the system.

Push Simcoe Brand—the best selling baked beans on the market.

Get your wholesaler to re-stock you to-day.

DOMINION CANNERS LIMITED
MADE IN
CANADA
HAMILTON

Dominion Canners
Limited
Hamilton, Ont.

EVERYBODY

From coast to coast throughout the Dominion of Canada who reads a newspaper is familiar with this "Little Lady."

She is helping sell that stock of cocoa and chocolate you have on hand in a way that is forceful and attractive.

She knows every housewife and is your friend, and brings many new customers to your door.

Prepare to meet an extra demand this year.

The Cowan Company, Limited

Toronto

Furnivall's FINE FRUIT PURE JAM

The occasional customer with a distaste for manufactured jams, or those with a preference for the purity of home preserves, find unusual pleasure and satisfaction in Furnivall's—the pure essence of choice, fresh fruits, preserved under the most sanitary conditions. Push the jams that meet with the approval of every customer. Get your wholesaler to stock you Furnivall's Pure Jams to-day. Many popular kinds to choose from.

Furnivall-New
LIMITED
Hamilton, Ont.

Agents :—Halifax, B. C. Woodworth, 533 Robie St.; St. John, N.B., W. W. Chase, 79 Paradise Row; Montreal, W. S. Silcock; Ottawa, L. T. White; Toronto, Dunn-Hortop Co.; Fort William, W. F. Elliott; Winnipeg, H. P. Pennock & Co., Ltd.; Edmonton, Alta., Central Brokerage Co.; Calgary, Jackson's, Ltd.; Hamilton, Ont., Grocers' Specialty Co.; Sydney, N.S., A. E. Shepherd.

Don't Shoot at Random!

If you are desirous of adding the class trade to your store you cannot *guess* your stock to suit their demands. To fill the bill you must stock *Carr's Biscuits.* They are *known* for *quality,* and carry the best trade with them.

Packed for export in air-tight tins. Send an order to the nearest agent.

AGENTS:
Wm. H. Dunn Limited
Montreal

Dunn-Hortop Limited
Toronto

Hamblin & Brereton, Ltd.
510 Ninth Ave W.
Calgary, Alta.

Hamblin & Brereton, Ltd.
Edmonton, Alta.

T. A. MacNab & Co.
St. John's, Newfoundland.

CARR & CO. CARLISLE ENGLAND

A name that counts—

that means to your customers proven quality — absolute purity— certain satisfaction—is

Redpath Sugar

For as many years as they can remember—and more—REDPATH has been known as Canada's best sugar, and every package they buy, every comparison they make with other sugars, strengthens their confidence in the name "REDPATH."

REDPATH Original Packages are convenient to handle—easy to sell —sure to satisfy. It is good business policy to associate your store with such names as REDPATH.

Canada Sugar Refining Co., Limited, Montreal

ROBINSON'S

Of BRISTOL, ENGLAND

TEA BAGS

COFFEE BAGS

PARCHMENT LARD BAGS

GREASE PROOF CONTAINER BAGS

To fit all sizes of cartons.

Write:—

J. W. PINKHAM

73 Boustead Ave. Toronto, Canada

Freeman's Electrical

Driven Meat Chopper Bone Grinder and Coffee Mill

The above is our Bone Grinding attachment, attached to one of our No. 40. We have meat cutting attachments and coffee grinding attachments for the above. They are fully guaranteed in every way. Send for catalogue which gives full particulars, prices and terms.

The W. A. Freeman Co., Limited

Hamilton, Canada

Century Salt

Pure, even crystals

This is the evidence of the extreme care taken in the refining and packing of **Century Salt.** The salt that is best for table or dairy. Every store should handle **Century.** Order from your wholesaler or direct. We ship promptly. Get our quotation on assorted carloads.

THE DOMINION SALT Co. Limited

SARNIA - ONTARIO

Other Grocers have Won

and HELD enthusiastic trade with these popular, satisfying lines. Trade that considers the Rock City Line the most enjoyable tobaccos they have used. Couldn't you easily do the same in your locality? Stock and push Rock City lines to-day.

"Master Mason" SMOKING

"King George Navy" CHEWING PLUG

"Rose Quesnel" SMOKING

Stock up now.

Rock City Tobacco Co.

LIMITED

QUEBEC and WINNIPEG

Make a good Window Display of

OCEAN BLUE

The brightly printed packages attract the eye, and lead to good sound profitable business.

Order from your Wholesaler

HARGREAVES (CANADA,) LIMITED,
33, Front Street, E. TORONTO.

Western Agents: For Manitoba, Saskatchewan & Alberta: Nicholson & Bain, Winnipeg, Regina, Saskatoon, Calgary and Edmonton. For British Columbia & Yukon: Donkin, Creeden & Avery, 117, Arcade Buildings, Vancouver, B.C.

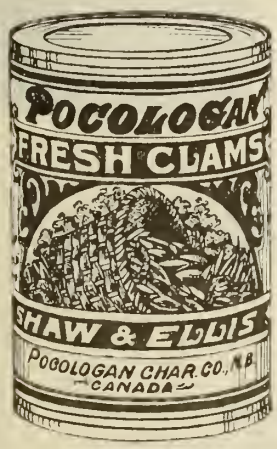
"SOVEREIGN" SALMON

FINEST BRITISH COLUMBIA SOCKEYE

QUALITY IS OUR FIRST CONSIDERATION

PACKED BY
THE ANGLO BRITISH COLUMBIA PACKING CO. LIMITED
VANCOUVER, B.C.

Indian Chief Brand CLAMS



Canned the same day they are taken from the Clam Beds. They are, therefore, always fresh and good when put into the cans. They have the real Clam flavor. Once your customers buy these they will not be satisfied with any other.

Just what the Restaurant Trade are looking for

Your Jobber will Supply You

Shaw & Ellis, Pocologan, N.B.

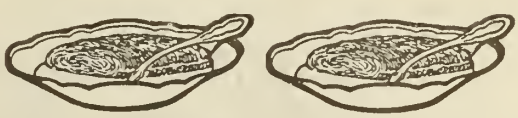
AGENTS:
Montreal, R. B. Hall & Son — Ottawa, William Forbes
Quebec, A. Francois Turcotte

Not Sold By Weight

When we sell the customer a package of

Shredded Wheat

we are charging him not only for the wheat that goes into it, but for the patented process by which it is made digestible in the human stomach. We want our distributors to remember that you can grind up any old thing and call it a breakfast cereal, but Shredded Wheat is not made that way. The whole wheat is steam-cooked and baked in the finest, cleanest food factory in the world.



MADE IN CANADA

The Biscuit is packed in odorless spruce wood cases which may be easily sold for 10 or 15 cents, thereby adding to the grocer's profits.

The Canadian Shredded Wheat Co., Limited
Niagara Falls, Ontario

78-L

Royal Shield Goods

Shield You from Criticism

In them you get Guaranteed Quality

From us you get the service that satisfies—quick delivery, individual attention

---

Our goods are sold only to you, the Retail Grocers

Buy from your Nearest House

Campbell, Wilson & Strathdee, Regina
Campbell, Wilson & Horne, Calgary, Edmonton, Lethbridge
Campbell Brothers & Wilson, Winnipeg
Campbell, Wilson & Adams, Saskatoon

CLARK'S

Tomato Ketchup

is MADE IN CANADA
FROM CANADIAN PRODUCTS
BY A CANADIAN FIRM

But, Mr. Grocer, we are not content to ask you to buy and sell our products solely for those reasons.

CLARK'S
Tomato Ketchup

has no superior in quality, either MADE IN CANADA or MADE OUT OF CANADA, and we do not ask exorbitant prices on account of "quality" or "patriotic sentiment."

OUR GOODS ARE HIGH CLASS
OUR PRICES ARE REASONABLE
OUR REPUTATION IS YOUR GUARANTEE

That is why we say to you

BUY CLARK'S

W. CLARK Clark's LIMITED
Montreal

Tartan BRAND
THE SIGN OF PURITY

We have secured before the advance a very large import of famous

Phulcherra Garden Teas

These are recognized the highest type of Indian Tea, and we are offering this tea 5c. lb. below the present cost of importation. See our travellers or write for samples.

BALFOUR, SMYE & CO., Wholesale Grocers **HAMILTON**

'Phones, 3596, 3597, 3598, 4656; Night 'Phone, 1807.

The Price that Pulls the Trade

is the price that suits every purse and every need. While the big thing about Bee Brand Products is their quality and strength, a most important point to you and your customers is their moderate price. It's the satisfactory price that pulls the sale every time. Push Bee Brand products to-day.

FORBES & NADEAU, Montreal, Que.

Say You Saw It
in
Canadian Grocer

Sanitary Cans

"The Can of Quality"

Fruits, Vegetables,
Baked Beans, Soups,
Meats and Milk.

Sanitary Can Company
LIMITED
NIAGARA FALLS, ONTARIO

St. Lawrence Granulated

Tests 100 per cent. pure cane. The only sugar put out in three different sizes of grains to suit every consumer's preference.

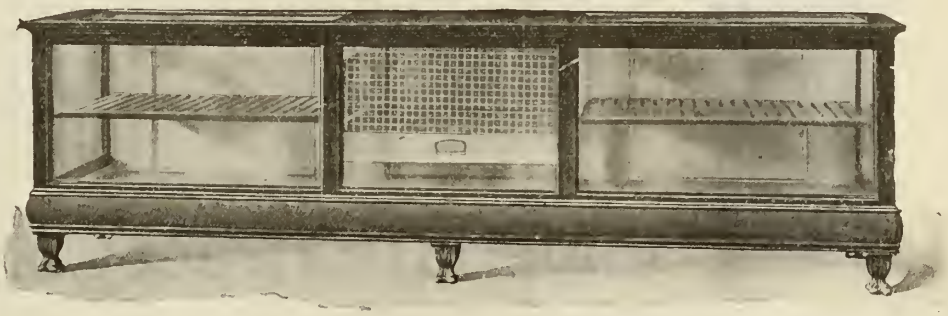
ARCTIC

Exposed fruits, meats and other perishable goods mean loss — Arctic displayed goods mean rapid, satisfactory sales, bigger profits without loss from spoilage. This case is made in 6 and 8-ft. lengths with double glass, and produces dry, cold circulating air with smallest ice consumption.

A money-maker—write for catalog and prices.

John Hillock & Co., Ltd.
TORONTO, ONT.

On Your Refrigerator Display Case means an Inviting Selling Display



LARGEST MAKERS IN THE WORLD

Tin Foil—all descriptions
Tea Lead—all gauges and sizes
Metal Bottle Capsules—any size, color or stamping
Collapsible Tubes—plain or colored

ALL BRITISH MADE

Send specification of your needs or samples of what you now use — stating qualities — We will give you BEST QUALITY — BEST DELIVERY — BEST PRICES

BETTS & COMPANY, LIMITED

Chief Office:—1 Wharf Road LONDON N., ENGLAND

"The Proof of the Pudding—"

the pie, the cake, is in the eating. It is then that the flavorings that you sell are put under the "acid" test. And a mighty severe test it is, too.

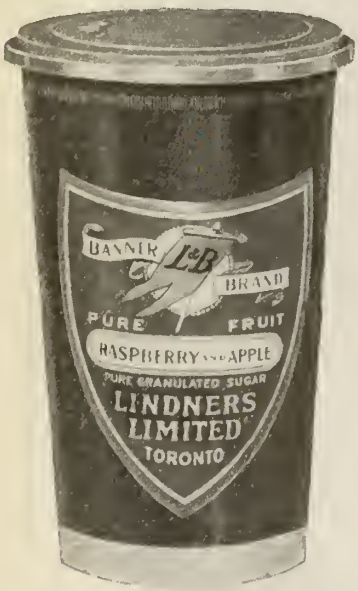
If you are handling our extracts we feel confident that you are pleasing your customers. But if you are not, we believe you could do so with benefit to yourself.

Shirriff's True Vanilla

is made from the finest Mexican Vanilla beans and our extracting process is continued for a whole year in order to get the full strength and flavor from the beans. Just think! Shirriff's True Vanilla is made 50 per cent. stronger than the Government standard requires according to the Pure Food Act. Every bottle is guaranteed.

Imperial Extract Co., Toronto

"Banner Brand" Jams and Jellies



"BANNER" BRAND JAMS are a food, Pure, Wholesome, Delicious and Nourishing, and can be served at a moment's notice.

Just The Thing for Picnic and Camping parties.

"BANNER" BRAND is the Best line in Jams and Jellies for the Grocer to recommend and handle—Satisfaction for the Customer—Profit for the Dealer.

You're safe in pushing *"BANNER" BRAND JAMS.*

LINDNERS LIMITED

306 Ross Ave., WINNIPEG

340 Dufferin St., TORONTO

REPRESENTATIVES:

H. Whissell, 2928 Drolet St., Montreal; H. D. Marshall, Ottawa; W. L. McKenzie & Co., Edmonton and Regina; Jacksons, Limited, Calgary; H. E. Gross, Vancouver; R. S. McIndoe, Toronto.

Worth while taking

50 seconds

to read this

Tea is one of the most important of the many things sold in a grocery or general store. You know from experience probably that a customer who complains about tea, soon complains about other things and is dissatisfied all round.

You have also found that some customers who did not like the tea you recommended did not complain but went to another store when they needed to buy again.

To come right down to the point. Do you think it pays to push or recommend any tea until you are satisfied yourself that it is the best tea on the market?

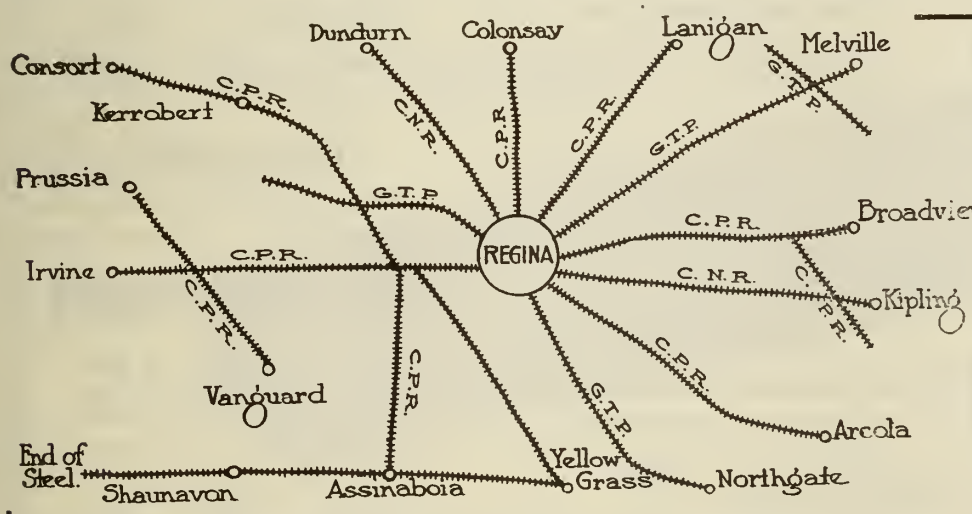
Nothing but the best is good enough for your customers.

Now, we believe Red Rose Tea is the best tea on the Canadian market, and we believe any independent expert judge of tea will back up this opinion.

Satisfy yourself by taking a package of Red Rose home and compare it with any other tea. You will then recommend it as "good tea."

T. H. ESTABROOKS CO., LIMITED

7 Front St. East, Toronto



We operate over 3,000 miles of railway lines

Big Territory
Large Volume
Economical Distribution
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Join the happy family. Buy from

H. G. SMITH, LIMITED

Wholesale Grocers, Fruits, Produce

NORTH BROAD STREET REGINA, SASK.

Manufacturers' Agents and Brokers' Directory

The Canadian market is over three thousand miles long and extends from the peach belt to the Arctic Ocean. Manufacturers and merchants can not hope to cover this market satisfactorily or get the best out of their Canadian opportunities without the assistance of local agents. The following firms in all parts of Canada are prepared to act as agents for good lines. The service department of the Canadian Grocer is at the disposal of firms wanting agents or of agents wanting agencies.

ONTARIO.

W. G. A. LAMBE & CO.
TORONTO
Established 1885
SUGARS FRUITS

W. H. Millman & Sons
Wholesale Grocery Brokers
Toronto Ont.

Headquarters for Evaporated Apples and Canned Tomatoes.

W. G. PATRICK & CO.
Limited
Manufacturers' Agents and Importers
51-53 Wellington St. W., Toronto

STIRLING & YOUNG
General Brokers Phone Main 4331
27 Wellington St. E., TORONTO
We wish to get in touch with exporters of Raw Sugars.
Reference : : : Bank of Montreal

HENRI DE LEEUW
28 Front St. E., Toronto.
IMPORTER-EXPORTER FOODSTUFFS
Connections all over the world.

WESTERN PROVINCES.

GEORGE E. MEASAM
COMMISSION MERCHANT
Agencies for confectionery lines solicited. My representatives canvass the retail trade every six weeks in the Country and every two weeks in the City. P. O. BOX 1721,
Edmonton, - - - - - Alberta.

H. P. PENNOCK & CO.,
Limited
Wholesale Grocery Brokers and Manufacturers' Agents.
WINNIPEG.
We solicit accounts of large and progressive manufacturers wanting live representatives.

W. H. Escott Co.,
LIMITED
Wholesale Grocery Brokers and Manufacturers' Agents
Commission Merchants
WINNIPEG REGINA
CALGARY EDMONTON

WATSON & TRUESDALE
Wholesale Commission Brokers and Manufacturers' Agents.
120 Lombard Street
WINNIPEG - MAN.
Domestic and Foreign Agencies Solicited.

FRANK H. WILEY
Manufacturers' Agent
Groceries and Heavy Chemicals
Enquiries solicited for shipment from Spot stock Winnipeg or for Import.
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LIMITED
COMMISSION BROKERS
Representing Canadian and British Houses
Agencies Solicited.
WINNIPEG, - MAN.

BRITISH COLUMBIA.

The Campbell Brokerage Co.
Manufacturers' Agents and Commission Brokers.
We have our own warehouse and trackage. Shipments stored and distributed. Can give special attention to a few good agencies.
857 Beatty Street - -Vancouver, B.C.

NEWFOUNDLAND.

T. A. MACNAB & CO.
ST. JOHN'S - NEWFOUNDLAND
MANUFACTURERS' AGENTS and COMMISSION MERCHANTS
Importers and exporters. Prompt and careful attention to all business. Highest Canadian and foreign references. Cable address: "Macnab," St. John's. Codes: A, B, C, 5th edition and private.

QUEBEC.

W. J. McAULEY
Commission Broker
Flour, Feed, Grains, Potatoes.
We are open for a good agency in food stuff line, calling on the retail trade.
522 Board of Trade Bldg., Montreal

Want Ads.

If you want a buyer for your business, or have a situation to fill or want a situation, send us a Condensed Advertisement. There is someone who is looking for a proposition such as yours. For two cents a word you can speak across the continent with a condensed advertisement in this paper.

Try it out.

Safe Investments

The Financial Post of Canada is the recognized authority on Canadian investments.

Each week it gives much exclusive information respecting Canadian companies; also reliable news on bond and stock issues, mining and real estate conditions.

The INVESTOR'S INFORMATION BUREAU is maintained free to subscribers and answers by letter all inquiries about investments. Write for sample copy and our subscription offer.

The Financial Post of Canada
Toronto
"The Canadian Newspaper for Investors"

Each and every packet

of "SALADA" will continue to be of perfect quality, free from dust and of identically the same standard as for 23 years past, no matter what the price.

We emphasize this again, as our London office has cabled us that the Ceylon auction last Tuesday showed a still further advance, and there is no possibility of predicting the future of tea prices.

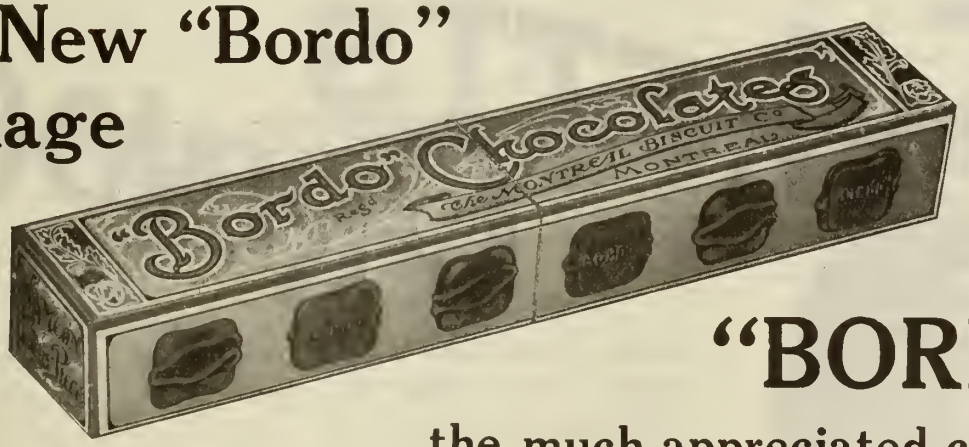
For nearly a quarter of a century the public has received this same high quality, and if the cost goes to a dollar a pound, they have our assurance that they **can still rely upon the quality remaining the same.** To lower the quality in any way—by adding dust, for instance, as is often done—would be instantly recognized by the millions of "SALADA" users and could not be considered for one moment.

This, then, is our unalterable policy,—to maintain perfection of quality at all costs.

"SALADA"

TORONTO MONTREAL

The New "Bordo" Package



The Original

"BORDO"

the much-appreciated chocolate

The New Package of "Bordo" is the best 10c. value offered to-day.

Your patrons are buying ten-cent package chocolates extensively, and especially during the vacation months they will have a big sale.

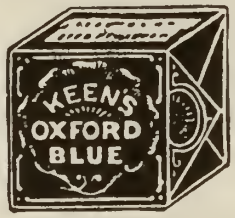
Bordo Chocolate in the new package is the very best value you can offer your customer.

It is the best buy for you for the above reason, and because of the liberal profit given the dealer.

"Bordo" Chocolate has a unique, original flavor which instantly captivates and wins the chocolate lover.

THE MONTREAL BISCUIT COMPANY

MONTREAL "The Originators" CANADA



KEEN'S OXFORD BLUE

Appreciated and preferred all over the civilized world, wherever the cleanest and whitest washing is desired. The grocer who suggests KEEN'S pays a distinct compliment to his own good judgment, for KEEN'S is the acknowledged favorite wherever washing is done.

Your nearest wholesaler is ready to supply you.

MAGOR, SON & CO., Limited

403 St. Paul Street, MONTREAL **30 Church Street, TORONTO**

AGENTS FOR THE DOMINION OF CANADA

TUCKETT'S ORINOCO

is the finest Old Virginia—not the tasteless, harsh weed that is often sold for real "Virginia" tobacco.

"Orinoco" is a really delightful blend that has a rich, mellow flavor and a fragrance that bespeaks tobacco goodness.

It is the kind that brings the man to your store for his tobacco supply. Cultivate this trade.

Order from your wholesaler.

TUCKETT, LIMITED

HAMILTON, ONTARIO

CANADIAN GROCER

VOL. XXIX TORONTO, MAY 21, 1915 No. 21

Trading Checks Used as Change

Blenheim, Ont., Dealer Finds They Induce the Farmer's Wife to Spend More Money and to Spend it in His Store—How These Checks Are Operated—Both He and Lambeth General Merchant Have Increases Over Last Year.

Written for Canadian Grocer by Staff Representative.

EVIDENCE comes from all sides to show that the retail business in cities, towns and villages depending to a large extent on the trade of the farmer has been particularly good.

"Our business," stated T. B. Shillington, of Blenheim, Ont., in conversation with Canadian Grocer, "is nicely ahead so far this year and I look forward to the best year in our history. We are of course located in the midst of one of the best farming districts in Western Ontario, and as the farmers have been getting good money for their beans and other grains, etc., they are in a much better positionn than they were a year ago."

"Do you find that the farmer is buying as a rule a good class of foodstuffs?" was a question asked Mr. Shillington.

"He certainly does," was his positive reply. "The farmers to-day have the money and from our experience we can give them nothing that is too good. They are buying high quality foodstuffs as well as dry goods, boots and shoes, etc. And why shouldn't they? Haven't they got the money?"

The town of Blenheim is 12 miles or so from Chatham, surrounding which are a number of other small towns and villages. This means that the trade of the district is somewhat divided up, each town attracting as much as possible. The district has both the rural telephone and rural mail deliveries, but Mr. Shillington is of the opinion that neither of these have much effect on business.

"So far as the rural mail delivery is concerned," he said, "it does not appear to have prevented farmers in our district from coming to town as often as usual. The phone is not frequently used, because of the fact that we have no wagon going out into the country. If we had probably we would use it more, and it would be used more by our farmer customers. The farmers and their wives of course phone in usually every week to find out the price of butter and eggs. This gives them an opportunity to figure out the amount of money they will get when they come to town for their produce.

Use Trading Checks as Change.

"We have the trading check system with our customers, and so far as our experience goes this works splendidly. For instance if a woman brings us in a basket of butter and eggs which amount to say $4 and she purchases goods at the grocery counter to the amount of $1.50, we give her the difference of $2.50 in aluminum trading checks. These checks are made out in various denominations and to a customer they represent that much money. They are taken by customers to the dry goods and other counters, and of course are just as good as money there. They cannot, of course, be used in any other store in the town. One of the benefits of them is that when a customer possesses them we are sure to get his or her business to the extent of those checks. At the same time, we believe the holder of trading checks more readily parts with them than with the actual cash, and therefore they are, so far as we find, an inducement to spending money. Of course if a customer who brings in a basket of produce asks for the change in money we give it to her, or any portion of it he or she may desire."

Mr. Shillington has been in business in Blenheim for a good many years. He is well acquainted with the people of the district and they all know him, and naturally a big percentage of the business he does is based on the fact that he has treated his customers well and they have appreciated it. But the Shillington store does not stop at the mere demand on the part of their customers. It is up to the salesmen to get after new business. This they do chiefly by advertising in the local paper and by putting certain lines to the front and by personal salesmanship. The proprietor does not allow an ad. to run any longer than two insertions in the weekly paper and usually it is changed every week. This advertising he claims gets quite a bit

(Continued on page 30.)

BRIGHT OUTLOOK FOR FALL WHEAT.

Owing to the mild winter and favorable conditions which prevailed during the critical months of March and April, the fall wheat crop is reported as being exceptionally good on April 30. In Ontario, where 1,043,000 acres were sown as estimated last fall, not more than 6.8 p.c. is reported as winter killed, and in Alberta, with 230,000 acres estimated as sown, the proportion winter killed is only 6.2 p.c. These proportions are lower than in any year since 1908-09 for Ontario and lower than in any previous year on record for Alberta. Whilst as was previously reported, the area sown to wheat last fall was 9 per cent. more than the area sown in the fall of 1913, the increased area to be harvested, owing to the small area winter killed, amounts to 24 p.c.—From Census and Statistics Office, Ottawa.

Saskatchewan R.M.A. Convention

Report of the Retail Merchants' Association of Saskatchewan, Convention Held at Saskatoon Last Week—Members Tell of Benefits Secured Through Membership in Association.

Special Staff Correspondence.

Scenes in Saskatoon and Vicinity.

WITH a swing the Convention of the saskatchewan Branch of the Retail Merchants' Association of Canada, opened Tuesday afternoon, May 11 in the Sherman Theatre, secured for the meetings by the Saskatoon hosts. Addresses of welcome were given by His Worship Mayor Harrison, Dr. Murray, president of the University of Saskatchewan. Malcolm Isbister, Esq., president of the Board of Trade, and C. T. Woodside, president of the Saskatoon Branch of the Association. These addresses were suitably replied to.

After the replies were made an immediate plunge was made into the business, President Maybee making his report: "I want to speak to you as a business man to business men," he said, "and should you have any doubts as to the value you are getting for the investment of your fees in this Association I want you to have those doubts dispelled before leaving Saskatoon. I want you to feel that you are not only getting an equivalent for what you are paying, but probably the greatest value you ever got from any investment you ever made."

Mr. Maybee frankly confessed he had hesitated, when last year he was asked to allow his name to go before the Convention for the position of president. He then had, as he said, little faith in the organization, a fact which had no sound or logical basis. As he learned afterwards he knew nothing of it at all. Since taking office, however, he had realized the immense possibilities for good there were in the Association and was proud to be connected with such an organization. Mr. Maybee explained that soon after his appointment he went as Provincial delegate to the Dominion Convention at Toronto where he learnt the valuable service the organization is rendering to the retail merchants of the Dominion, incidentally mentioning the fight put up by the Association for doing away with the trading-stamp system.

Reviewing the work of the Provincial branch, Mr. Maybee explained how, by reason of the representations of the Association, retail merchants are exempt from the effects of the Provincial moratorium imposed by the Government in consequence of war and other conditions; and that merchants are as free as ever they were, to collect any accounts owing to them. The Small Debts Act was a piece of legislation for which the Provincial organization was responsible, and though as placed upon the statute books of this Province it is not as satisfactory as the exact measure we asked for and wished, still amendments are already before the Government, with every prospect of becoming law in a few weeks, which will make it a most satisfactory medium for the collection of debts to the value of $100. In connection with bankrupt stocks we have come to an arrangement with all the Trust Companies operating in the Province, whereby such stocks are reported to us before being offered for sale, and the local merchants are given an opportunity of purchasing these, and so avoiding cut price sales to the detriment of the regular trade. An attempt is being made to have legislation passed whereby absconding debtors will be able to be brought back and made to settle accounts in the place they were contracted, also to have an alphabetical list of property owners kept at the Registry offices to facilitate the locating of property belonging to any individual.

In dealing with the Credit Reporting and Credit Rating systems of the Association Mr. Maybee explained what a benefit they are to those merchants who are using them, saving them many hundreds of dollars in the course of a year and collecting many accounts which had practically been written off the books of merchants as uncollectable. "There is no need to pay exorbitant fees to collection agencies when our own association possesses the power in this direction that it does. Every dollar collected is returned to the merchant.

Legislation is being sought at the present session of the Provincial House making accounts for necessaries of life preferred claim against an estate on the lines of the "Food and Supply" Bill of South Dakota.

Speaking of the attitude of the retail merchant towards the farmers co-operative movement, Mr. Maybee explained how heartily he was in sympathy with the ideals of the Grain Growers' Association, and how necessary it was for us in the Province of Saskatchewan to consider the farmer, without whom there would be no province. He cautioned his hearers to be perfectly fair in their criticism of the co-operative movement, and to deal with the subject so far as is affected them in a perfectly frank and open, but fair-minded manner. Then,

no doubt a solution of the problem satisfactory alike to the retailer and the farmer would be found. "The farmer realizes that the retailer is necessary and that he has already made a great mistake in the development of the co-operative movement on the lines it has taken —the trouble is to know how to get out of the difficulty into which he has got.

In closing Mr. Maybee expressed his gratitude to his colleagues and staff for the work they had done during the past year and had no hesitation in saying that the Saskatchewan branch of the Association was the most progressive Provincial in the whole Dominion.

Secretary Raymond then read his report of the year's work, which dealt very fully with the business of the Provincial Office and Organizing Staffs. There are at the present time upwards of 150 local branches of the Association in the Province with an approximate membership of 2,000.

Mr. Raymond advocated the payment of local secretaries claiming that this policy would amply repay the outlay necessary to maintain it in more effective work of the local for the benefit of its members.

Provincial Treasurer Hutchinson read the Treasurer's and Auditors' reports which showed the Association in a satisfactory condition financially. He however, explained that a small addition to the annual fees would assure the stability of the organization and enable one or two extra activities to be undertaken. It was arranged that the subject should be discussed at an early session.

Taking it all in all perhaps the most important single question was that relating to the introduction of a mutual fire insurance company as a branch of the association. Such action was not definitely decided upon, but the way was paved, and it is probable that before the next gathering is called there will be a call for stock subscriptions.

Seem to Miss a Point.

In the resolutions presented many vital points were introduced. Strangely enough the resolution which asked that the selling of lists of names by postmasters, be made illegal, was passed over almost unnoticed. The delegates did not see in this a great advantage for their arch enemy the mail order man. They rather seemed to feel that if the post master could get a cent a name—why he probably wasn't overpaid otherwise and was entitled to it.

A feature of the convention proved to be the addresses on salesmanship and costing, delivered by Prof. Paul H. Nieastrum. A theoretical man is Dr. Nieastrum, with a practical grounding and wide experience. He had some vital suggestions to make.

Those who attended the convention—who think of the absolute accord evidenced by those present, and of the volume of work accomplished — know that much of the credit goes to the president, G. A. Maybee, of Moose Jaw. It was almost a foregone conclusion that he would be re-elected. The question was would he accept. Very much the same was true of the other officers. All seemed to want the same heads. The elections, therefore resulted as follows:

Next Year's Officials.

President—Geo. Maybee, Moose Jaw.

Vice-president—W. W. Cooper, Swift Current.

2nd Vice-president—H. D. Macpherson, Regina.

Treasurer—J. L. S. Hutchinson, Saskatoon.

Secretary—F. E. Raymond, Saskatoon.

In his own way Mr. Maybee thanked the delegates. "I'm opposed to swearing," he said, "I wish some one would swear for me."

"We'll swear by you," came the reply, and the applause was deafening.

Swift Current and Regina fought it out for the honor of entertaining the convention in May, 1916. Regina won, because it was considered easier of access for the great majority. The people of Regina will have to plan well in advance if they intend to make the retailers as happy as they were at Saskatoon. The local association had done everything to provide for the comfort and entertainment of their fellow retailers. The climax, however, was reached at the banquet tendered the visitors Wednesday night. Until after one o'clock the festivities were continued—yet business started at 9 o'clock Thursday morning.

W. W. COOPER, Swift Current.
General merchant re-elected first vice-president of the Saskatchewan Association.

As President Maybee said, in reply to a remark of B. W. Zieman, the "Dominion head. "In Saskatchewan we don't care if we never go to bed, so long as we get up on time."

A Hopeful Prediction.

At this banquet a significant prediction was made by F. Maclure Sclanders, commissioner of the Saskatoon Board of Trade. "In 1913," he said, "money received from the crops averaged $185 per capita of the provincial population. With only a fair crop this year, considering the extra acreage, and the high prices sure to obtain, I expect to see the crop revenue for Saskatchewan, from $600 to $700 for every person in this province.

Everyone Needs Everything.

"When this war is over there will be a huge volume of business done. Everyone needs almost everything now. I feel confident that this fall will see a big business done. In 1916 I feel there will be a big year, but 1917 in my opinion will see the greatest movement this Dominion has ever known."

THE RESOLUTIONS

TO the end of securing a more satisfactory arrangement with regard to retailing gasoline and oil, a committee was appointed to meet with some oil men. The committee evidently determined this was a question which should be threshed out openly, hence they brought Mr. McTavish, of Saskatoon, representing the Imperial Oil Company, on to the platform.

The dissatisfaction arises from the fact that the oil business is not left in the hands of the hardware and general store men. Oil is sold, all admitted, to the farmer and the city man too. Mr. McTavish, however, advised the delegates that gasoline and coal oil are never sold in less than barrel lots, though lubricating oils are sold to farmers and others in 5-gallon lots.

It was objected that this did not stop the small buyers getting goods wholesale, as one man would buy a barrel and sell it out to others.

If you'll report such cases, said Mr. McTavish, we'll act. It comes under the Pedlar's Act.

Mr. Maybee thought this trouble would effect its own cure. He told of one grain growers' group of five ordering a barrel. The first three were all right. The last two found only the barrel when they came to get their share.

No decision was reached, but unquestionably a better understanding resulted

from the conference, and the president announced that the executive will take up the matter of giving the retailers better protection with all the oil companies.

Postmasters and Mail Houses.

In some manner the resolution aiming to forbid postmasters selling lists of names which, by reason of their position they are able to get, did not command very close attention.

There is no law at present forbidding this, said some.

"Do we want to stop this practice?" inquired Mr. Maybee. "Where are we to get lists if we should want to circularize?"

"Well," said Mr. Tedford, "if the postmaster is permitted to give these names, why not make it compulsory for him to give these lists when asked? Then Bill Jones would be able to get what Jim Smith could."

That the mail order houses are getting their names for cataloguing through the postmasters all seemed to agree. "But," as one said, "if they don't get their names that way they will in some other," so good-naturedly they let the resolution drop.

B. C. Fruit Man There.

Following along the line of co-operative buying was the proposal brought from British Columbia by J. M. Toombs. Mr. Toombs represented the Salmon Arm Produce Company of the Pacific Province—an organization of fruit farmers who have united in the hope of getting better prices. The action, Mr. Toombs pointed out, was rendered necessary by reason of the buying methods of the co-operative stores.

A good many questions were asked, making it seem that the B. C. men will find a good demand coming from the Saskatchewan local association.

Resolution re Drafts.

"That this convention is opposed to the minimum charge of 50c on notes or drafts that are discounted, in addition to the exchange. Each list of discounts put through bank by any retailer should be discounted at legal rate of interest on total amount of discounts, with a minimum of 50c on the total discounts."

This resolution brought very favorable comment. It was enthusiastically passed, the executive promising to waste no time in going after the needed redress.

After voting in support of the Dower law—voting without a moment's delay when Mr. Maybee explained this to be simply a law which protects a wife's interests, prevents the husband selling his home without his wife's consent—a discussion arose on the Grain Growers' Associations.

Throughout the convention the question of the Grain Growers and their plans continually arose.

Farmers and Retailers.

President Maybee brought out the fact that last fall the farmers had owed merchants vast sums, taking the debts in bulk. He told of a deputation of retailers waiting upon the Provincial Government, and how they had urged the Government to do every mortal thing to assist the farmer with his regular work. "We went further," said Mr. Maybee. "We said if the farmer wants to go into the store business, all right, but let them do so on the same basis as we do—with their own brains, their own capital. We'll never stand for the Government of this province go-into into the store business in opposition to us."

There were evidences of satisfaction at this, evidences which became more evident when Mr. Maybee quoted Premier Scott as saying "the Government had not the slightest intention of lending money to help the farmers go into the retail business."

An Important Difference.

Another thing Mr. Maybee had to say re co-operative societies: "They are a success in Manchester and Liverpool, where men get their pay envelopes once a week. Here they get it once a year."

Also it was urged that the farmers' co-operative societies have no charter which permits them to sell retail. They only can supply their members.

Talk of the wholesalers supplying these co-operative societies followed. Mr. Maybe paid tribute to the jobbers in this connection, saying they had been very fair. "But," continued the president, "I don't think there is any need for us to take action against these farmers' associations. There's no use shooting a man if he is going to commit suicide."

A resolution aiming to have the minimum car load of flour reduced from 40,000 lbs. to the old 30,000 lbs. received hearty endorsement.

Following a resolution urging the executive to take such action as would enable the buying of goods on the same favorable terms enjoyed by some mail order houses and the Grain Growers, a discussion took place on barb wire.

Mr. Tedford, of Mortlake, told of figuring on wire for a farmer. He figured close, but the farmer said he could buy $100 better by mail—that was about 25 per cent. better. Mr. Tedford wanted to know why this could be.

Another dealer offered the explanation that the mail order house had probably bought before the rise in wire, and thus was enabled to undersell.

More Saskatoon Views.

A resolution to raise the fees from $10.00 to $12.00, with no rebate to the locals, was quickly approved as was also the following resolution:

That this convention go on record as being in favor of the inspection fees for Weights and

Measures being paid from the consolidated revenue of the Dominion of Canada, the same as Customs Houses are paid to-day.

Entire approval also was evidenced for this resolution:

That the rate be so raised that the Parcel Post shall become self-sustaining, and shall not in any way be a drain upon the revenue of the country.

The next resolution read as follows:

That the executive act in conjunction without Attorney to get a proper Garnishee Act in force, as outlined in Judge Doak's letter.

"This," said the President, "simply aims to get a workable garnishee law in Saskatchewan. We can get judgments now. But what we want is a law which will enable us to get a percentage of the money a debtor earns—a law which makes it impossible for evasions by his getting paid daily and other subterfuges. The resolution at once passed

Bankers, from time to time, give advice to the merchants, as evidenced by the following resolution it will be seen the merchants of Saskatchewan have it in mind to return the compliment;

That the Canadian bankers Association be represented to give every consideration to complaints received from any district with reference to the management of the bank in that district, and that each local secretary of the Retail Merchants' Association be requested to bring any specific cases to the notice of the Association.

In explanation of this resolution, which was approved, the chairman of the Resolution Committee stated that cases arise, from time to time, where a bank manager refuses credit to a man merely because of personal animosity. It was felt that the facts, in such cases, would only need to be presented to the bank's head office officials to effect the necessary relief—providing the banks were expecting to receive such information.

Great difficulty is experienced by dealers generally in determining if a man is entitled to credit. To enable the dealer at least to know a part of the wordly goods—if any—of which this man is possessed, it was resolved:

That the names of all property holders be arranged at the Land Titles Office alphabetically.

Evidently this may be expected to bring another benefit, for, from the testimony of many retailers, there has been an amazing freedom in registering judgments against titles. As one dealer said: "The same judgment might be—and has been—registered against several titles. Any name that is even similar was subject to this registration.

Mr. Buhler told of difficulty in making a transfer which he had experienced because the judgment served on a man named Buller had been registered on his, Mr. Buhler's, title.

J. L. S. HUTCHINSON, Saskatoon.
Treasurer of the R.M.A. of Saskatchewan, and one of the leaders in debates at the convention.

Another resolution which met hearty approval was this:

That it be recommended to the Convention that retailers generally adopt a policy system of ordering goods from wholesalers or manufacturers.

This, it was felt, would ensure the dealer getting what he ordered, exactly in the way—and on the terms—he expected. It would remove the possibility of misunderstanding.

The Handling of Eggs.

When W. H. Ault, of the Live Stock Branch, Department of Agriculture, addressed the retailers some statements were made more closely touching the retailers of Alberta, yet of vital interest to the business men of both provinces.

One of the delegates urged the need of a better way to handle eggs than through the wholesaler. Mr. Ault seemed to doubt if such an improvement could be made and proceeded to tell of the Central Clearing House, established by the local government in Alberta. To this the farmers send their eggs and receive immediately the current price—then the eggs are stored. Later, when prices rise, they are sold, and after expenses are deducted, the farmer gets a further payment on the eggs he has sent. If he got 18c a dozen at first, he may receive a further 3 cents.

As was said it is good for the farmer, but hard on the merchant and the consumer. Some argued that the Alberta Government is, in this way, using the general public's money to benefit one class of the community to the detriment of another.

Mr. Ault urged upon the dealers the necessity of candling all the eggs they received from their customers, and of paying for the eggs according to quality.

Some felt this inspection would take too long.

"No," said Mr. Ault, "when you receive the eggs you have to count them, and it is a simple matter to pass each before the light, which enables the elimination of all bad eggs. Eggs of abnormal size and dirty eggs can be weeded out, too. Moreover, the inspection is done while the customer waits, and if the eggs are faulty it is possible to show this at once and, convince the customer that a fair deal is being given.

Some felt there would be danger of giving offence in this way. Others held that such would be the case were butter turned down. With butter the woman is responsible—with an egg it is the hen—at least the blame can be laid there, though to criticize the hen for a stale egg seems hardly justice.

No inspection of eggs by the dealer, all were ready to agree, is almost putting a premium upon developing for the market eggs of a questionable character.

OFFICERS RE-ELECTED.

President — Geo. Maybee, Moose Jaw, Sask.

1st Vice-Pres.—W. W. Cooper, Swift Current.

Vice-President—H. D. Macpherson, Regina.

Treasurer—J. L. S. Hutchinson, Saskatoon.

Secretary—F. E. Raymond, Saskatoon.

BISCUIT CO REORGANIZED.

The Noble Mfg. Co., manufacturers of biscuits in St. Thomas, Ont., has been reorganized, and it is expected will resume operation in the near future with a considerable staff. Geo. M. Baldwin is president, and Johnathan Dowler, vice president. The new secretary-treasurer and manager is S. Herbert Moore, who of late has been western manager for Neilsons. Prior to that Mr. Moore was a salesman with the Pugsley, Dingman Co. He started his business career with Taylor, Scott & Co., of Toronto, many years ago. The other directors include Ald. J. T. Webster, Lieut. Col. W. J. Green, Jas. Bristow and W. K. Cameron.

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ESTABLISHED 1886

Only Weekly Grocery Paper Published in Canada.

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RESOLUTIONS OF A LIVE WIRE.

"Laugh and the world laughs with you." I have come to the conclusion that there is nothing truer than that, and I have resolved to give my customers every opportunity to smile in future. There is nothing that will drive business away more quickly than a glum looking clerk or merchant behind the counter. Henceforth customers are going to be greeted in my store with a smile every time.—A. L. W.

Advancing Market in Hog Products.

WHEN considering the future of hog prices, and therefore prices of cured and cooked meats, there are several things to keep in one's mind. It will be remembered that when the war broke out last fall and feed became scarce and high, a great many if not the majority of the Western farmers rushed their hogs to market. They thought it would not pay them to feed hogs with wheat at $1 and more a bushel. The result was at that time that many Western hogs went on to the market at under weight and therefore not good enough to be packed for future trade. It meant that they had to be thrown on the market at once and sold as fresh meat. The market naturally sagged.

The effect of this condition is being felt to-day and will be felt with greater force in the months to come. With grain so high the farmers sold off their stock as rapidly as they could and left the raising of hogs to occupy a back seat in their mixed farming operations. They felt that they could make more money out of their grain by selling it direct than feeding it. This, together with the fact that the summer is the big time for selling cured and cooked meats—especially the latter—makes it look as if we should see a period of comparatively high prices in pork products. The market is now advancing.

Uniform Half-holidays

ALREADY some towns are observing the weekly half-holiday. It appears to be taking hold even earlier this year than it has in past years.

Canadian Grocer has one suggestion to make in this connection. A uniform date should be selected for the half-holiday wherever it is observed. Up to the present the practice has been for the stores in the various cities and towns to select their dates without regard to what is being done in other places. The result is that the dates selected vary. In one place the stores will close on Wednesday, while in a town a few miles away, Thursday will be selected. Over in the next county they may be observing Friday or Tuesday. In consequence, the traveling man's operations become more or less of a gamble. He is never quite sure when he strikes a town whether he will find anyone around or not.

Such confusion is not desirable, nor is it necessary. By the selection of a uniform date early in the season, all trouble could be avoided. Wednesday is probably the day most commonly selected. Why not make it general the country over?

War Tax---Stock Foods, Etc.

DESPITE the fact that the provisions of the war tax which went into effect on April 15 have been given considerable publicity, it is quite evident from the number of enquiries recently received, that some retailers do not fully understand the requirements of the law regarding the sale of stock foods, etc. We would therefore remind our readers that stock foods, if medicated, and other articles, such as animal regulators, lice killers, heave cure, etc., must have war tax stamps of the requisite value mentioned in the Schedule of the Act, affixed to each package by the dealer, and cancelled, at or before the time of sale to the consumer. Thus it will be necessary for the dealer to attach stamps equivalent to 4% of the selling price of the goods—a dollar package of medicated stock food would require stamps to the value of four cents—a twenty-five cent package requires a one-cent stamp.

The "Get-Together" Spirit Again.

IN last week's issue there was an editorial dealing with a meeting of farmers and business men in a certain district in a Western State. Canadian Grocer is pleased to note that this "get-together" policy of farmers and merchants is not confined to the country to the south of us.

In the town of Petrolia in Western Ontario there was a similar meeting last week. The business men of that town representing the Board of Trade, entertained the officers of the Lambton Corn Growers' Association at a luncheon. Various speakers outlined a number of things in which the merchant and the farmer could co-operate to make things better for both of them. The speech of the evening was delivered by G. G. Bramhill, who spoke on the subject, "The Production of Lambton County."

While the report does not say there was any discussion given over to the necessity of home buying if the best interests of the community were to be served, nevertheless joint meetings of this character are sure to help cement the relationships between the farmer and the merchants of his home town. It is a fact that every merchant does not cater to the farmer as he should, and this gulf could be almost entirely bridged through more newspaper advertising. This should tell the farmer frankly what the merchant has to sell, its merits and its prices. Without doubt the lack of sufficient publicity is one of the big reasons why so many country people are to-day dealing with the distant mail order houses.

Then again, there are merchants who buy things out of town when they could easily purchase the same article from their *confrères* in other lines of trade. This sort of petty jealousy is contagious and once farmers know what is going on, the contagion is very likely to spread to them. The retail merchant should first set a good example if he is anxious to see the farmer buy his goods at home and to see the home town and community prosper.

Five and Ten-Cent Mail Orders.

SOME time ago an announcement was made in Canadian Grocer to the effect that one of the "5 and 10" cent store chains in the United States was contemplating entering the mail order business. The concern has established mail order branches in five American cities, and in its catalogue frankly admits that the parcel post opened the way for a business of this kind.

The catalogue contains 112 pages and is fully illustrated, showing a majority of the items listed, many of the illustrations being in half-tone from photographs of the articles. As a lure to get the customer to make large purchases, the company agrees to send certain articles making up a shipment free of postage. With $2 worth of dry goods, for instance, the postage charges will be prepaid in territory embracing most of the middle central States. Orders of glassware, tinware, stationery and kindred articles will not be delivered free, however.

On an order amounting to $10, half of which is dry goods, the Company will prepay all delivery charges. In addition to this concession, the company also uses a premium bait to increase its list of customers, offering a set of six teaspoons to anyone ordering $1 worth of goods and inducing three friends to order the same amount, sending in the $4 at one time.

This is the latest development in the mail order field.

Kept Above the Billion Mark

THE trade returns for Canada for the year ending March 31, 1915, contain strong grounds for confidence in conditions. Canada is still a Billion-Dollar Country by a margin of $78,173,240. The decline from the total of $1,112,562,107 for the previous year is very slight under the economic conditions that ruled for eight months of the twelve.

Imports for the year amounted to $587,364,363 and domestic exports to $409,419,500. In 1914 the imports were $633,564,000 and the domestic exports $431,589,658.

The most encouraging aspect is the improvement shown in the last month, marking a movement back to normal and beyond. The imports declined from $54,520,229 in 1914 to $40,858,179 this March, but the exports increased from $26,701,026 to $45,118,-922. This increase was not due to any one line of temporary activity. Manufactured goods represented $15,600,790, an increase from $6,239,290; agriculture rose from $6,512,546 to $12,438,145, and animals and products from $3,202,060 to $5,471,249.

Thus it will be seen that even if orders for shrapnel, and other ammunition be counted on as only certain for a brief period, there is still the doubling in agriculture, a source of income that is certain to be retained to a great extent this year. The other two sources though scarcely as legitimate at this time in an estimate of our assets will continue to be responsible for the distribution of tens of millions of dollars to offset to a considerable degree the shrinkage in ordinary avenues of production and export.

Editorial Notes

PLANNING AHEAD should always be a part of the day's work.

* * *

A DISSATISFIED CUSTOMER should never be allowed to nurse her wrath—better give her back her money.

* * *

WOULD A COAT of paint improve the store appearance this spring? Remember it will make the building last longer.

* * *

A PENNSYLVANIA lawyer, in an endeavor to upset a certain milk ordinance in his town, put in the plea that the cow was the "original container" of the milk. This is no doubt true generally, but in some cases the pump runs the cow a close second.

* * *

THERE IS a story being told up in Owen Sound of a woman who bought a pound of tea for 40 cents from her grocer and had it charged. On arriving home she sold it to a neighbor for 30 cents to get sufficient money to take the family to the movies.

* * *

MISLEADING REPORTS having been circulated in the United States with respect to the admission of tourists into Canada, an official circular has been issued declaring that no passports are required from United States citizens who enter Canada for purposes of pleasure or business. In fact, the tourist regulations remain the same as for several years past. It is expected that many American tourists, who have hitherto spent their vacations on the European continent, will come to Canada this year.

Discussion on Co-operative Buying

Most Important Discussion at Convention on Co-operative Buying—After Thorough Debate a Decision Was Made That the Locals be Encouraged to Co-operate in Buying.

PERHAPS the most important discussion arising from the resolutions presented by the hard-working committee entrusted with that phase of the convention's work, was the discussion on co-operative buying. All shades of opinions were given utterance, and only after a thorough debate was what might be called a middle course adopted—a decision that the locals, during the coming year, do all the co-operative buying possible; that the experience of each local be forwarded to the central executive; and that this central executive act as a clearing house of ideas, advising all the local branches of the successes and failures being achieved.

One delegate told of a movement on foot in his locality which it was believed would be of great value to general merchants. In dress goods, it had been found, one small town dealer could hardly sell in his locality the four lengths which usually had to be bought. Therefore a method of exchanging these lengths with neighboring merchants had been adopted.

Mr. Tedford of Murdock, urged the association, as a provincial association, to go into co-operative buying. He thought the time to start is now.

Praises Grain Growers.

R. A. McGee, M.P.P., of Wolseley, took the same stand. "The Grain Growers," he said, "have been teaching us our business. Why don't we order 300 car loads of salt. We could get it much cheaper. Why don't we order 300 car loads of coal? I know many who are getting their coal from the Grain Growers, because these Grain Growers place 300 car-load orders. The people can buy to best advantage through that association, and they are, therefore, right to buy from them. Let us do business on business lines and we won't have to worry about competition from men whose business it is to grow grain. At present these men are teaching us.

To this argument Sam. McMicken of Moose Jaw, took exception—strong exception. We were advised this morning not to load up with stock, he said, that is just what we would be doing by such buying. Buy in 100 car load lots and the goods would be left on our shelves—such orders would shelve us. As for those apples the Grain Growers bought, proceeded Mr. McMicken. "I want to say if we had sold them we would have had them back on our hands."

"Now Gentlemen," interposed President Maybee, "give us some suggestions as to how we are to do some of these things you urge. If you passed a resolution expressing the wish that I had a million dollars I would thank you, but I would be more glad if you would show me how to get it."

Mr. Johnson of North Battleford, held that to start in a small way would prove much the wisest plan—the circles could be made larger all the time.

Buy Only Few Things.

So felt Mr. Kindread of Glen Avon. Only a few things, he felt, could well be bought in a co-operative way—as a general rule it would be much more profitable to let the wholesalers carry the stock.

READERS' SERVICE DEPARTMENT.

Canadian Grocer conducts a Service Department open to all our readers. Special investigations will be made for retailers and advertisers upon request and free of charge. If you are in search of the source of a new foodstuff, or you want to know the agents or manufacturers of any line—foodstuff or equipment—'phone us or drop us a line. The "Readers' Service Department" is at YOUR service.

A new viewpoint was given by Mr. Evans of Outlook,—the difficulty of getting satisfaction under co-operative buying. "Would you let anyone else buy 100 suits of clothes for your store?" he enquired. Only for standard goods was the idea practical.

Mr. Zeider, the Dominion President was roundly applauded as he rose to speak on the question, and his points were greeted with approval though all evidently did not agree.

"You want to go over the heads of the jobber," stated Mr. Zeider. "Now, the jobber is a necessary evil in the same sense that we retailers are necessary evils. I heard a salt man at London the other day say that after years of investigation, his company had determined that the cheapest way of getting salt into the hands of the dealer was through the jobber."

Mr. Zeider questioned the consistency of the plan under discussion. "We don't believe in the big fellow getting advantages which enables him to put the little fellow out," he said, "and yet we're proposing to become big fellows more or less for that reason. Some wholesalers have one price to everyone. That is the right thing. Before long the man who gives a big buyer a preferred rate is going to come out at the small end of the horn. Oh yes he is. I know a stove manufacturer. He made a model which he sold the trade at $12.00 and which they resold at $15.00. It was a good stove and was in big demand. A mail order house asked the manufacturer what price he would quote them for 1,000 stoves a year. He named $11.00 and the deal was concluded. Note the result. The mail order house catalogued those stoves at $12.00. Thus they killed the trade of the retailers throughout the country. They, therefore would not buy. For that 1,000 stove order the manufacturer lost his other business.

A Danger for Manufacturers

An even more startling example was quoted by the Dominion President—an example relating to underwear. The mail order house agreed to take the entire output of the factory. At the end of the year they demanded a lower price. The manufacturers' other market was gone. He agreed. Next year a still further price reduction was asked. The manufacturer refused, and then had to commence building up the connection he had lost.

President Maybee thought these very examples showed the power of the large buyer, and gave Mr. Zeider some idea of the huge buying power the merchants there assembled possessed. "Why," he said, "I know dealers in towns half the size of the one you live in down in Ontario, who make five times the turn over made by your best dealer. There are merchants here who sell men who come 75 miles to make their purchases. There are little towns in this province whose merchants would have a combined buying power of $250,000. They are very little towns too.

This terminated the discussion on this point, it being decided definitely to try the co-operative buying only through the locals.

Financial Side of Retail Business

Speaker at Saskatoon Convention Takes up the Financial Side of a Retail Business—Unwise Buying and Over-buying Two Bad Faults—Omitting Unnecessary Expenses.

OUTSIDE of a bank it is doubtful if so many cents were ever gathered together in Saskatoon, as were shown at Wednesday afternoon's lecture on the financial side of a retail business. Prof. Paul H. Neystrom had twenty-five of these coppers, and used them to telling effect as illustrating where the supposed profits of a business go, and what is left as actual profit.

Starting upon the supposition that he, a retail dealer, had sold goods which cost one dollar, for one dollar and twenty-five cents, Dr. Neystrom began doling out the cents in settlement of various charges.

First there was the expense of buying, which he estimated as using up two of the cents. Then there came selling, which roughly used up six more cents. Advertising, a necessary part of a business, he stated should use up about two cents, while one cent on the dollar should cover delivery charges.

Employer a Teacher.

"An employer is no longer a boss," continued Dr. Neystrom. "He is a teacher—and that is a big part of his work. That work, and store management can perhaps go hand in hand, and to cover this expense, I believe we will have to set aside two of our pennies."

Then, he proceeded, there is rent. If you own your building you still should charge yourself rent, for if you were not occupying it, you would be able to get rent from some one else. "Rent," it was stated, "is an exceedingly hard charge to estimate. It differs very widely in different localities, and in different businesses.

"In some cases one-half cent on the dollar turn-over satisfies this claim, but I know of one store in New York—a store doing a highly successful business—where 14 cents on every dollar's business goes in rent. Perhaps, for our purpose a charge of 2 cents is fair. There go two more coppers." and another little pile was made on President Maybee's table.

Heating and lighting was another necessary charge mentioned, and to provide for this one cent was set aside.

Insurance and taxes—taxes being considered a charge on the business—were next treated—another cent.

Repairs, renewals, general depreciation required the setting aside of still another cent.

Consider the Investment.

Then there came a consideration of the interest on the investment in the business. This must be considered, for if not invested there a merchant could draw interest on this money, from the bank, from mortgages, or from some other source. This interest on investment, it was estimated, would require the setting aside of two more cents.

Then there must be remembered the loss suffered from bad debts on credit business, and losses of theft—theft of two kinds, visible thefts from the cracker barrel and the apple box, and unseen thefts. Usually a cent had to be apportioned to offset this loss.

For miscellaneous expenses, telephone, twine, paper, telegrams, etc., another cent had to be provided.

Only Three Cents Left.

Here it was found 22 cents had been set aside, and holding up the remainder, "there," said Dr. Neystrom, "there is your actual profit on that sale of goods costing one dollar for one dollar and a quarter—three cents."

The smallness of this actual profit naturally led to the consideration of possible savings,—Could not these charges be cut down?

In buying Dr. Neystrom stated one of the great mistakes is overbuying. Often this is done as a speculation—Sometimes to get a special discount. "Leave speculating alone," came the advice, "let the speculator take those chances, not you in the retail business."

Often too there is unwise buying. A man should get what the community wants. "You are there to supply, not so much to educate the customer."

Buying from too many sources was also considered a grave mistake. This means too much expense in correspondence in looking over samples, etc.

Buy in Time

Still another failure as regards buying is failure to buy in time. That means the clerk must say, "sorry but we are out of that." Orders should be small and placed often.

Some buyers are unapproachable. That also was considered an error. One big store has this motto for its purchasers. "Look at every thing that comes your way." They don't necessarily buy, but are ready to do so if they see something worth while.

A big loss often occurs from failure to check up goods—to see if they are as ordered, are in good condition.

Then care in unpacking is also most necessary. It is worth while to teach the clerk how to unpack. It means a saving.

Poor storage, a leaky roof, dust, vermin, all these things bring loss. So also does too much handling.

In selling, poor display, selling goods in a hit or miss fashion, bring loss. This causes merchandise to accumulate. "You know those lines that linger." said the speaker. "We call them stickers when they seem to form an affinity for the business." He offered a very simple suggestion for overcoming this evil. Put newly bought goods at the bottom of every pile and sell from the top.

Don't Over-Measure

Another selling loss comes from overmeasurement. Take goods costing $1 a yard for example. A salesman gives one inch over. Now one thirty-sixth of the dollar, which that inch represents, is the 3 cents actual profit which we have just discovered by our illustration of the coppers. "This practice of throwing in, is bad business—one of the unnecessary expenses. A customer is entitled to full measurement, but full measurement only."

A Good Parcel Makes Good-Will

Money, it was stated, is often wasted in a too lavish use of wrapping paper and twine. Saving in that direction, however, has to be carefully made. It is the height of folly to make a poor parcel—one which will break open. A good parcel makes for good-will, a poor pacel for bad-will.

Speaking on salesmanship, and its power to reduce the cost of doing business by increasing the volume of the sale with little or no addition to the running expenses, Dr. Neystrom told of going with his wife to buy a canary.

The bird cost $1.75, then the clerk suggested a large cage was desirable. It was bought at a cost of $3.75, food, cuttle fish bone, a spring for the bird cage, a hook to hang the spring from, a bath tub for the bird, a fender to prevent the water from the bath splashing—all these were suggested and bought. The total purchase amounted to $9.25, and "said Dr. Neystrom." "The customer liked it. That kind of suggestive salesmanship is always appreciated if properly done."

Problems of Alberta Merchants

Many Important Problems up at Convention Held This Week at Red Deer—Mail Order Houses Get $12,000,000 Annually From Small Alberta Towns.

RED DEER, Alta., May 20.—(Special).—There opened here on Tuesday with a fine representation of members from various parts of the province, the 1915 convention of the Retail Merchants' Association of Canada, Alberta branch. The program considered was an important one with many questions up for discussion which are of great prominence in so far as the future of the trade of the province is concerned. T. A. Gaetz, general merchant, Red Deer, who is the provincial president, presided. The convention ended to-day.

Among the problems discussed was that of the mail order house. Statistics have been produced by the executive, showing that about $12,000,000 per year goes out of the small towns of Alberta province to eastern mail order houses. This means that every small town has a competition of an extra store doing a cash business of $5,000 or $6,000 a month and neither the town nor the province gets one cent of revenue from it.

The association in Alberta, is opposed to any special privileges being given to co-operative societies. The matter has been taken up with wholesalers' associations at Winnipeg, Edmonton and Calgary, and these associations have resolved to condemn the practice of supplying so called co-operative associations; and in fact, they have undertaken not to supply them.

The retailers, however, feel they have to go even further than this. They discussed the problem of going to the manufacturers themselves to urge upon them that the retailers are strongly opposed to them selling their goods to these so-called co-operative societies who are not doing business on ordinary retail lines.

The provisions of the new Small Debts Act, which by reason of the numerical strength of the association has been introduced to the local house during the past season, was gone into.

Considerable objection was voiced to the Dominion Government Regulations that weights and measures inspection must be paid for by the retailer. The association is going after the abolition of this.

The pedlar question was still another one ventilated. Some method of curbing the work of the pedlar was gone into. The retailers feel that, as they are the men who pay the taxes and help maintain local communities, the transient traders have no right to come in and at a small license fee and with little or no overhead expenses undersell the legitimate trade.

ALBERTA PROVINCIAL BOARD.

Executive Officers for 1914-1915.

T. A. Gaetz . General Merchant
Red Deer.
Provincial President.

H. N. Stephens, General Merchant
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Provincial 1st Vice-President.

N. B. Good . . Grocer
Lethbridge.
Provincial 2nd Vice President.

N. J. McDermid . Druggist
Calgary
Provincial Treasurer

W. H. Andrews, 412 Alberta Loan
Building, Calgary.
Provincial Secretary.

Other questions in the limelight were the operation of the Bulk Sales Act, and the question of Advance and Delivery Charges made by wholesalers.

Among the addresses on the schedule was one on "Keeping trade at home," by H. H. Gaetz, president of the Pharmaceutical Society; another by F. R. Freeze, of the Canadian Credit Men's Association on the "Disposal of Bankrupt Stocks;" a third by Major Duncan Stuart, on the "Small Debt Courts Act" as introduced into the legislature; fourth by E. Michener, member of Parliament for Red Deer, and leader of the Opposition, on "The Retail Trade as an asset to the Province."

T. A. GAETZ, Red Deer,
General merchant, who presided at the convention.

Among the entertainment features of the convention was a motor trip to Sylvan Lake on Wednesday. A fuller report will be sent for next weeks' issue.

SERVICE DEPARTMENT

Editor, Canadian Grocer,—I shall be pleased if you will furnish me with information in connection with agreements, etc., and the most satisfactory lines on which to proceed as I intend entering into partnership to carry on business in the general store line.

J. S. D. PARENT.

Via La Tuque, Que.

Editorial Note.—If the following are taken into consideration when drawing up a partnership agreement a good deal of trouble might be averted for the future:—

(1)—The full name of each member and their place of residence should be clearly stated.

(2)—The nature of the business to be conducted.

(3)—The name of the town, village, etc., where it is to be conducted.

(4)—The amount of capital each person invests.

(5)—If a partner makes no cash investment, but whose experience or skill, etc., is his investment, that also should be inserted.

(6)—The date of commencement and duration of the partnership, if it is for a definite period.

(7)—If a division of work is agreed upon between the partners, such as for one partner only to sign orders for goods, accept all drafts, issue the notes, etc., it should be definitely stated in the agreement.

(8)—Provision for settlement in case of death or retirement of a partner, or for dissolution in case of disagreement and friction should not be omitted.

Furthermore, it should be clearly understood that one partner is responsible for the debts of another in case of default or disappearance. This is different from a joint stock company where

(Continued on page 46.)

A Creator of Appetites

Attractive Display of Various Foods Shown by Montreal Store — Pedestals and Fancy Baskets for Fruits—Canned and Preserved Fruit Neatly Arranged.

A display shown by Almy's, of Montreal, arranged so neatly that it got considerable business.

THE accompanying illustration shows an exceedingly appetizing display. This appeared in the store of Almy's Limited, Montreal, a department store at the corner of Bleury and St. Catherine streets. It was backed up by a demonstration in the store. Biscuits form a prominent part and considerable improvement was shown in the demand for biscuits from this time on. Up to this time the grocery department had not been favored with windows to any extent. This window proved to the management that if the grocery department is not represented among the windows, even with all the attractions of a department store, there are people who pass along the main street week after week, yet do not know there is a grocery dept. in that store. After this window was put in, the remark was heard, "Why I never knew you had a grocery department." Since then, more attention has been given to grocery windows. The tendency is to associate department stores with dry goods. The same often applies to general stores to a less extent.

"But you can't trust to windows altogether," said the manager of Almy's grocery department. "If a woman sees a display of grape-juice, the effect is good, but if you can let that woman taste grape juice, the effect will be much better. A piece of cake and a cup of tea is good way of drawing attention to a line of cake."

This display includes besides biscuits, canned strawberries, pears, and apples; syrup; soups; fruits in glass; lime juice; oranges on handsome pedestals; pineapple, bananas, apples and oranges in fancy baskets and dishes. Cutand oranges in fancy baskets and dishes. Cut refined tinge of the display.

An Elaborate Delivery System

How It is Worked Out Co-operatively by the Merchants of a Fremont, O., Town—Central Station Where All Goods Are Sorted Like the Mails in the Post Office—The C.O.D. Parcels.

A LETTER has been received from a Quebec province reader asking for information on how to conduct a general delivery system and how such a system works out from tbe standpoint of the retailer. A copy of a former issue was sent him containing a lengthy article on this subject, but the following, which formed an address by a United States dealer at a convention last year, will no doubt be of further interest:

I give myself credit for being the father of co-operative delivery in my own town, that of Fremont, Ohio. The thougbt first struck me during the years of 1902 and 1903 that groceries and provisions and other goods like drugs, etc., could be delivered at a much less expense, and, in fact, in a more systematic way. Our plan is somewhat similar to that of the United States mail.

After taking the initial steps, we found the co-operative or general delivery plan is one of tbe best in the State of Ohio. We went abead with our building, the committee leasing a tract of ground 60 x 90 feet, and erected a building, which we term a station. Our stables are in the basement, witb a working floor space nearly the entire length of the second floor. This building sets lengthways on this piece of ground, with a working table three feet from the floor and about six feet wide running the entire length of the building, which is ninety feet.

This building or station is used for sorting orders, etc. The city is laid out in routes. We figure about one wagon to a tbousand inhabitants. This is a safe estimate, I should say. The route numbers are placed in the station on the wall above tbe table, the numbers beginning Route 1, 2, 3, 4, etc. Each wagon as it comes with its load of groceries and other articles, drives into its respective place in the station and each driver assists the other in sorting his load. The orders are placed back of the wagon in such a position that the driver can so arrange his orders that the last one will be placed in the wagon first, and so avoid trouble in delivering.

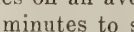
Deliveries Made Easy.

Beginning with the day's business, we have a superintendent and a stable boss, who should be a good man and understand horses well in order to keep the expense of doctors' bills down to a minimum. The drivers gather at the station at 6 a.m., then each man cleans his own horse and hitcbes up and leaves the station for his respective stores. (Some gather goods from three or four stores and stop for special calls.) We deliver washing and anything tbat people may want delivered that is not too heavy for one or two men to handle. As these goods are brought into the station they are sorted, as I explained before. It takes on an average of about ten to twenty minutes to sort the loads, and on a signal from the superintendent the boys start for tbeir respective routes. You will note we see nothing of the wagons for fifteen or twenty minutes and sometimes an hour; then they will start coming in one by one, bringing with them the goods from their own routes. The same routine is carried on throughout the day, each day five deliveries being made. We make three deliveries in the morning and two in the afternoon. We deliver within a radius of four miles, two miles each way from the stations.

I have in my hand wbat is called a coupon. That is how we get our revenue. This is a butcher's coupon and this is a contract butcher. A contract butcher pays 2½ cents, and a stockholder pays 2¼ cents for each delivery. Delivery is anything under 200 pounds. It may be one, three, five or seven packages. Here is a six-cent coupon. That is for dry goods—anytbing outside of a butcber. He pays six cents for delivering. He simply ties this coupon to the package with the owner's name, Bill Jones, etc., Route No. 3, 1712 Lincoln Street, and the boy picks it up and takes it to the station, and tben they find out where this order goes. When they come to this order at the station he tears out the corner of the coupon, retaining it. This coupon is filed at the central station. If next week Mrs. Jones pays her bill and states she didn't get anything on the tenth, they look up the coupon and that tells you whether she got it or not.

The C.O.D. System.

Here is a C.O.D. envelope, which is the finest collecting system in the country. If I want this C.O.D. I put "C.O.D." in the space in this margin (indicating). If it is not sent out C.O.D. the delivery boy knows if Mrs. Jones doesn't pay that it is all right. He knows if she doesn't say anything about the money he simply sets tbe order down and walks away. But if it is C.O.D. he knows he must bring the money or the goods. When these goods go through the station the superintendent bas a book. He takes down the name and the amount when it goes out. When tbe money comes in he also makes a record. When this envelope goes back to the store if it is not paid it is marked "N. P."—Not paid.



TRADING CHECKS USED AS CHANGE.

(Continued from page 19.)

of business from the farming community as well as from the townspeople. Whenever he gets in a new line of any foodstuff he endeavors to introduce it by showing it on the counter in a prominent place, and he finds that when this is done, and particularly when the customer knows something about the article through the advertising that has been done in the newspapers by tbe firm in question, he can quite readily introduce it.

Mr. Shillington recited a selling test case, which shows the value of counter displays. Not long ago he got in a considerable shipment of grapefruit, and found that through the ordinary demand, it was not moving as rapidly as he would have liked. He showed some samples of the grapefruit on the counter and in a day or so, had the entire shipment cleaned out. This further goes to show that farmers and people in the smaller towns are not averse to purchasing goods which are more or less of a luxury if they are shown to them in a prominent place.

Another Merchant Well Ahead.

These assertions made by Mr. Shillington with regard to business, are corroborated by other general merchants in Western Ontario. J. A. Kelly, of Lambeth, Ont., which is a few miles to the south of London, states that his business is well ahead of the corresponding period of last year. Canadian Grocer readers will remember that a year or so ago, we showed a picture of Mr. Kelly and his store and gave some of the methods he employed for getting after business. Since that time he has enlarged the store, made extra display windows and has all his departments on the ground floor including hardware,

(Continued on page 41.)

Consider the Egg

Much Increased Consumption in Canada—Declining Production Proportionate to Need—Imports Growing Larger and Exports Declining—Canada's Present Opportunity.

W. A. BROWN, of the Live Stock Branch of the Dominion Department of Agriculture, has issued a pamphlet on the Egg and Poultry situation in Canada.

This has some sane suggestions, and treats upon the existing state of affairs, with a note as to the opportunity Canada has in the matter of egg production.

From figures in this respect we notice that egg consumption per capita has increased very considerably during the last twenty years. In 1891 the average per capita consumption was 11.8 dozen per annum. By 1901 this had mounted up to 13.72 dozen, and in 1911—ten years later—no less than 17.39 dozen eggs were consumed by the average person during the year in Canada.

These figures are remarkable. Obviously the figures we print will not have any material concern with the increase in population. It is the average per capita consumption that we are dealing with. An increase in ten years of something like 25 per cent. in the consumption of eggs means a big industry for Canada. That is, it ought to. Everywhere year by year the usage of eggs is growing. This is not only true of the big cities, but also of the country places too.

Production and Imports.

Who is providing all these eggs for all these people to eat? Are we providing them ourselves? The answer is NO! For while the production in 1891 was 64,000,000 dozen and in 1911 nearly double that—123,000,000 dozen—the import in 1891 was 602,000 dozen, and in 1911 2,378,640 dozen. That is, while the production of eggs in this country has increased in twenty years to practically double, the import of eggs has increased by practically four times. Thus, imports are increasing, compared with production in a ratio of 2 to 1. This ought not to be so. We ought to be producing enough not only for our own use, but also for export to other countries, instead of producing too few for our own needs and supplementing by import.

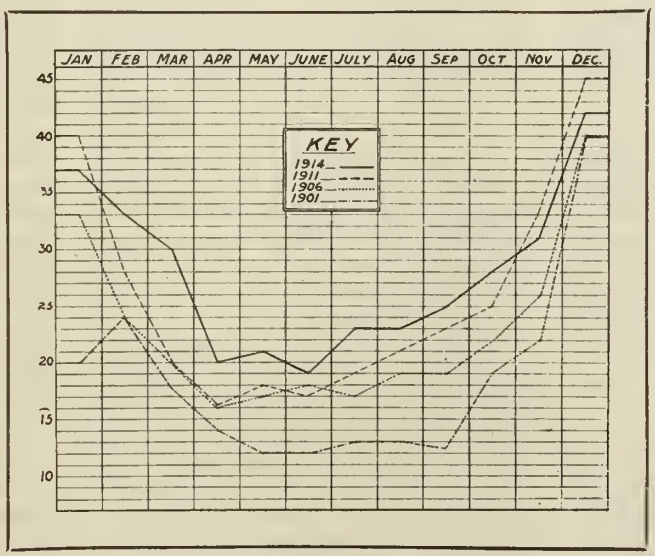
Export Makes Poor Showing.

Moreover, the number of eggs exported twenty years ago—that is, in 1891—was over 8,000,000 dozen; in 1911 it was only 92,000 dozen, and yet in 1891 the production was 64,000,000 dozen; and in 1911 the production was twice that number. In short, while the average per capita consumption during the last twenty years has increased rather over 50 per cent., the import into the country has increased something like 300 per cent., and the export has decreased to less than a hundredth of what it was.

As to Prices.

On this page we reproduce a table from Mr. Brown's excellent booklet, which shows the market prices in Toronto for years 1901, 1906, 1911 and 1914. It will be seen from this table that the winter prices of eggs have differed very little from 1901 to 1914. There have been one or two low years, but in the main the January and December price of eggs has been around 40c. In 1914 it was 42c—that is, of course, taking an average price. The main thing to be noticed from this table is that the price of eggs in summer months has been considerably higher from 1906 on than it was in 1901. The highest summer price in all the years from 1901 to 1913 was in 1913. It was a little higher on the whole than 1914.

It will be noticed that in May of 1901 new-laid eggs could be bought wholesale in this country for 12c. In May, 1914, they could be bought wholesale for 21c. That is a very considerable increase, and it shows, among other things, that production is not increasing in Canada proportionately to the increase in consumption. People all the year round are eating more eggs, but the farmers are not procuring more eggs.



This chart shows the rise and fall of the price of eggs in Canada in 1901, 1906, 1911 and 1914.

Unfortunate Comparisons.

As to the all-important question of imports. For the last six years Canada has been importing large quantities of eggs, and between 1910 and 1913 the imports have almost doubled. Most of the eggs imported into this country come from the United States. But Mr. Brown sounds a warning note. He remarks that the import of eggs from China has assumed increasingly large proportions, and says that evidence is not lacking that unless the sale of these eggs is regulated in some way there is danger of their proving a serious menace to the development of the poultry industry on the Pacific Coast. We might add, too, that a great number of Chinese eggs have been seen at different times on the Montreal and Toronto market. There ought to be no necessity for the import of either American or Chinese eggs.

If the thing were properly handled, we ought to be able to produce all the eggs we need for ourselves in Canada without any difficulty whatever.

We ought to be able to do more than that, in fact.

Previous to the passing of the McKinley Tariff in 1890 Canada exported large quantities of eggs to the United States, the largest single export in any one year being over 14,000,000 dozen in 1888. After 1890 exports to the States gradually fell off and Canadian produce men turned their attention to the British market. Exports to Britain gradually increased year by year, until 11,000,000 and 12,000,000 dozen were shipped. In the same year between 30,000 and 40,000 dozen were shipped to the United States. Great Britain continued to take the surplus for a number of years, but owing to increased consumption at home the export trade has gradually fallen off, until in the year 1911 Canada exported only 7,000 dozen to Great Britain, and to all countries a total of only 92,000 dozen.

It is indeed a serious state of affairs, when in 1900 we exported 10,000,000 dozen of eggs from this country, and in 1914

only 124,000. And when this is taken in conjunction with the fact of our immensely increased imports—from 700,000 dozen in 1900 to over 11,000,000 in 1914—it indicates that something is radically wrong with production.

Canada's Big Opportunity.

Canada has a peculiar opportunity at present. Under normal conditions she might find some difficulty—if even she had the eggs to export—in competing with Austria, Germany, Belgium and Roumania, Norway and Sweden, Denmark and the Netherlands. These have been the chief sources of supply of eggs for the Mother Country for some time, and, in addition to furnishing quantities, they have furnished a high quality egg.

But it is certain that there will be an opportunity for some new source next year. Austria and Germany have been supplying something like 13,000,000 dozen eggs to Britain per year. That supply will be cut off. Belgium and France have been furnishing nearly 8,000,000 dozen per year, and that supply will also be cut off owing, of course, to war and trade conditions. And inasmuch as Russia shipped her eggs from Archangel on the White Sea, the Baltic points and the ports on the Black Sea, this trade will probably be serious interrupted. If even the Dardanelles is open very soon, it is not expected that over 50 per cent. of the Russian supply, approximately 57,000,000 dozen of eggs, will find their way to England next year. So far as Denmark, Egypt, Italy, Netherlands, Roumania and Sweden are concerned, there will be a shortage of eggs which Mr. Brown estimates at 100,000,000 dozen. Here, then, is Canada's opportunity for the present year and next year, and however long the war lasts she has a chance to supply the Mother Country with eggs, thus being patriotic and commercially wise. Our farmers ought to see to it that they set themselves to produce a high quality egg, and lots of them, and thus corral a good part of the trade with the Mother Country.

If we could export millions of dozens of eggs per annum fourteen or fifteen years ago, there ought to be no reason why we cannot export at any rate a great many more than we have been doing latterly, in addition to largely decreasing our imports. It will be found to pay as a business resource, besides being an example of patriotism of a high order indeed.

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Some merchants begin to over-buy just as soon as they get a little cash on hand in the bank. Don't buy according to the size of your bank account; buy according to the needs of the business.

Letters to the Editor

Toronto, May 15th, 1915.

Editor The Canadian Grocer:

Dear Sir,—I note in your issue of May 14th, that at a meeting of the Ontario Grocers' Association in London Mr. Parks and Mr. Higgins, of Toronto, stated that the grocers in that city were compelled to sell soap at six bars for 25 cents, which is practically cost, and they asserted that the profit on this commodity was less than three per cent. Who is to blame for this? Why cannot the soap manufacturer protect the retailer like some of the packet tea men do? Departmental stores handle at least one of these packet teas and nothing is ever heard of them cutting prices. It is the manufacturer who is to blame when prices are cut, and it is to him we retail grocers look for protection. If the packet tea man can protect us, the soap manufacturer can also if he has the least inclination to.

A RETAILER.

* * *

Editor Canadian Grocer,—I have watched with considerable interest in your paper the course taken by the Toronto Grocers' Association in regard to putting up soap and tea under their own labels. I am perfectly in accord with the association in their fight for better profits on a number of manufactured lines, and particularly in the case of soap. Nevertheless, it seems to me that there is trouble ahead for us retailers if this thing is gone through with.

While I regret to see the small profits on certain staple lines of groceries, yet there should be some other method of getting better margins than by putting the goods up under a private association brand. Incidentally I am getting a good margin on tea—wish I could get the same on soap and other lines. Now, I have no knowledge of what the big manufacturers who are interested in the soap and tea question would do, nevertheless it seems to me there must be some retaliation on their part, and with the capital they have behind them, it does not look as if the retailers would have much permanent success in this work they have undertaken.

Suppose for instance the soap and tea firms whose businesses will be affected by this new move, decide to market their products direct to the consumer in Toronto. It should be remembered there are some of them to-day who are refusing to sell to the consumer, and who are marketing their goods in a straightforward manner through retailers. What will they do, when they find that we are giving them the go-by? In your last issue I see that the association has decided to put up tea in packages for themselves. Now if this competition becomes any way strong at all, what would the big package tea men do? Would it be any surprise to us if they decided to sell their tea direct to the consumer in Toronto. Could we blame them for it? I say we could not, and I would not be surprised to see them undertake it. The same applies to soap. Strong companies are not going to stand idly by and see their trade slipping away from them. They are bound to retaliate and of course the side with the longest purse is going to win out just as in the case of this European war.

If tea and soap are going to be put up under the R. M. A. brand and if the big manufacturing concerns decide to fight the retail trade, every grocer in Toronto will be affected. It would mean that retailers outside the Grocers' Association would be apt to lose their soap and tea trade entirely, thus bringing the Retail Grocers' Association into disrepute. It would take years and years to overcome the prejudice if such a thing as I have outlined were to take place. And if we look far enough into the future, what else could we expect to take place?

I am calling attention to these probabilities in the hope that a fight may be averted. I was rather surprised not to see in your report of the Association proceedings any of the older heads calling attention to these matters. I know of firms—and firms that would be affected in this move—who consistently refuse to sell their goods through anyone but the legitimate retailers. I know of cases where boarding houses and contractors have attempted to purchase their goods direct and were turned down flat. What, I ask, are these firms likely to do, if we turn them down and attempt to manufacture our own goods? I am afraid the retail grocers have not taken this matter into deep consideration and I trust they will do so before they bring upon the entire retail trade a trade fight, which would mean disaster all round. By all means let us get better profits on many lines, but a safer way is to deal with those houses who treat us right.

Toronto, May 19, 1915.

F. W. M.

* * *

Editor Canadian Grocer.—We were interested in reading in your March 12th issue an article with the caption, "Kill the Fly." If other publications would publish matter on this dirty,

filthy, disease-carrying insect, and the public would follow instructions, what a blessing it would be to mankind and other animals when this pest is annihilated.

Many grocers are intensely concerned in this matter, from having their stable near the store, and others have butcher shops in connection with the grocery. It is the stable probably where the fly flourishes more than any other place, and for this reason grocers will be interested in the following:—

In reference to the destruction of fly larvae, the U. S. Department of Agriculture in Bulletin 118, "Experiments in the Destruction of Fly Larvae in Horse Manure," says in part:

"By far the most effective, economical and practical of the substances is borax in the commercial form in which it is available throughout the country.

"Borax increases the water-soluble nitrogen and alkalinity of manure, and, apparently, does not injure the bacterial flora."

Directions for Treating Manure With Borax to Kill Fly Eggs and Maggots.

"Apply 0.62 pound borax to every 10 cubic feet (8 bus.) of manure immediately on its removal from the barn. Apply borax particularly around the outer edges of the pile with a flour sifter or any fine sieve, and sprinkle two or three gallons of water over the borax-treated manure.

"The reason for applying the borax to the fresh manure immediately after its removal from the stable is that the flies lay their eggs on the fresh manure, and borax, when it comes in contact with the eggs, prevents their hatching.

"As the maggots congregate at the outer edges of the pile, most of the borax should be applied there. The treatment should be repeated with each addition of fresh manure, but when the manure is kept in closed boxes, less frequent applications will be sufficient.

"Borax may also be applied to floors and crevices in barns, stables, markets, etc., as well as to street sweepings and garbage. Water should be added as in the treatment of horse manure. After estimating the proper amount of borax, a measure may be used which will hold the proper amount, thus avoiding subsequent weighings."

Borax also as a household remedy to prevent the propagation of flies in garbage, etc., should be put before the housewife, and strongly recommended by grocers.

The New York Board of Health is demonstrating to farmers, butchers, etc., how to apply the borax. It seems to us as though it is up to the boards of health to prevent the propagation of the fly, as it is a well known fact that flies carry all kinds of contagious disease germs on their hairy legs.

W. J. MICHAND.

Montreal, May 18, 1915.

WALNUT SITUATION OF THE FUTURE.

In a communication to their agents in Montreal, an official of a growers' association of walnuts in California, after reporting on crop prospects discusses the possible effects of the war on exports of nuts from Europe this season and what delayed or curtailed shipments from the other side would mean to the Coast farmers. He writes:

"Our groves have just completed their setting of nuts for the coming crop and indications point to a larger production of California walnuts this year than ever before. Naturally if the crop develops in harmony with present indications, prices are bound to prevail considerably lower than they have during recent seasons. This is going to mean an active market, with greatly increased consumption and a larger business for every jobber. Present indications lead us to believe that California will have to supply practically the entire holiday consumption of this country.

"Of course, you realize that most of the French farmers are at the front, thus culture of their groves is being more or less neglected. With most of the labor fighting, the European harvest is bound to be considerably delayed. The railroads are in the hands of the military and thus commercial shipments to tidewater will receive secondary consideration and be the means of further delay. You, of course, know of the complications in transportation across the Atlantic.

"Taking the above facts into consideration, it is hardly reasonable to suppose that foreign walnuts in any quantity will reach America in time for the holiday trade."

WANT UNIFORM HALF HOLIDAY.

At a meeting of the Retail Merchants' Association of Halifax, held recently, it was decided to observe the statutory holidays, as last year, namely 24th of May, 21st of June, July 1st and a half-holiday at the time of the exhibition.

There was much discussion regarding some uniformity of the weekly half-holiday. As it is at present some branches of trade notably the grocers, have Wednesday half-holidays, and the other stores and places of employment observe Saturday afternoon. As the present condition is not favorable to the best interests of trade, efforts will be made to come to some general agreement, whereby one of the other half-days will be uniformly taken as the half-holiday. A committee, formed of two representatives from each branch of trade will look into the question, interview the merchants and various employers of labor, and report to the Association.

The daylight saving scheme came up for some discussion, and the proposal to have the clock set back one hour during the summer months in order to provide more daylight for working hours, met with considerable favor. It will have further discussion at a meeting to be held in the near future.

HAMILTON GROCER'S PICNIC ON JULY 21

At the last regular monthly meeting of the Hamilton Retail Grocers' Association was held in the board of trade rooms last evening, with President J. M. Semmens in the chair. It was decided to hold a picnic to Niagara Falls and Buffalo as usual on July 21. The following were elected a committee: M. Cummings, chairman; James Main, treasurer; M. R. Hill, secretary; A. Ballentine, chairman of refreshments: John Knox, chairman of games; W. Smye, chairman of printing and advertising; Harvey Taylor, chairman of entertainment: J. L. Brown, chairman of reception: James Lawrie and J. Young, finance; J. Kirkpatrick, transportation.

CONTEST ENTRIES COMING

Examples of the selling power of the retail clerk are coming in for the contest which was announced a few weeks ago. One clerk in sending in his contribution says: "I have been taking your paper for a number of years, and time and again I have been going to enter into contests that have been in The Canadian Grocer, but let them pass. I have made up my mind to enter the one you are now publishing entitled "An Opportunity for the Clerk or salesmanship."

This contest is open to every clerk in the Dominion. Tell in your own words how you have sold a certain line of goods by using salesmanship talks or other methods. Select some line, on which the price has not been cut and explain briefly the conversation you used to sell this article, or the exact display or other methods you used in introducing it to the general public. Get your answer in at once. The prizes are $3, $2 and $1 for the best three examples, while the others will be published in Canadian Grocer and paid for at our regular space rates.

The Parable of the Inefficient Saleswoman

I

Once upon a time a man went into a store to buy some seeds for his garden. He stood up against the counter for a few minutes, and while he might have been said to have been fulfilling an ornamental position he couldn't have proved its usefulness, standing there till the gracious maiden behind the counter decided to attend to him. This she did at last, nonchalantly, as if, now that she was through discussing spring hats and the latest dance with the clerk, she would condescend to put in an hour or so serving a customer with a packet of seeds.

"Have you some clover?" asked the customer, sweetly, albeit his wait hadn't made him positively beam with pleasure.

The maiden looked a moment. "Clover?" she queried ruminatively, "I don't know, I'll ask."

She wandered off to somewhere behind the counter and wandered back, slowly and gracefully, and proffered the information that they had some, and here it was. She produced the seed.

"What is it worth?"

The maiden didn't know this either, but she said she would enquire; she started in on her little promenade again and walked slowly and gracefully there, and gracefully and slowly back again with the information.

"Well, I'll take some," said the customer, none too sweetly, now. This maiden began to annoy him. He wanted to buy seeds and buy them quickly. He wasn't there to kick his heels while a maiden, who didn't know her business, perambulated around like a mannequin.

"Oh," said the man, as he bethought himself. "I want some cobea and some wistaria."

The maiden looked at him with a puzzled expression for a moment. "Well," said the man sharply, "haven't you got any?"

"I don't know. I'll go and see," said the maiden, and was about to perambulate gracefully and slowly there and slowly and gracefully back to the place behind, where she got her information. But the man was too quick for her.

"No you don't," he said, "not again, miss. I don't want to spend all day buying those seeds. I'm a busy man, and my time's worth money. If this store doesn't know enough to pay assistants who know their business, then I guess I won't come here any more."

And he never did.

II

But on the same day it chanced that another man went into another store to buy some seeds also. And as soon as he entered the door a sales girl who was bright and alert and cheery and apparently there for the purpose of getting business stepped up and wished him "Good morning."

"I want to buy some clover seed," said the man.

"Yes, sir." And the clover seed was on the counter a moment later, its price explained, and the packet sold, all within a few moments.

"Anything else in the seed line?" the sales girl asked while she was parcelling up the customer's first purchase.

"No, I don't think so."

"We've got some good cobea and wistaria here. It's cheap too," suggested the sales girl quickly.

"Well, as a matter of fact, I do want some cobea," said the customer, and bought some.

That night, when the customer got home, his wife asked him where he had gotten the seeds, and he told her at M——'s store. "And there's such a bright girl there," he said, "I wish, if you want anything in the grocery line and you can't get it at your usual store, you'd get it there. The people are out for business, and are quick, bright and obliging. Besides, they'll go after business. Look at the way she suggested the cobea to my mind and chased up my memory on the point. That's getting business and pleasing a customer at the same time. I shall certainly buy there again."

And he did.

III

These are stories based upon actual facts. The first section is the account of a personal experience the other day. It emphasizes the importance of having a knowledgeable as well as a pleasing salesman or saleswoman behind the counter. There was I, a busy man, with only a few minutes to spare, in need of a quick, methodical businessman or woman. Instead of my business being through in a minute or two, I am kept waiting, kicking my heels while (1) a girl, who is paid for being a saleswoman, has to find out prices and other particulars which she ought to know, and (2) while this same girl, instead of being as quick as she could in finding out this information, leisurely takes her time and is obviously more taken up by cultivating a peculiar waddle that is fashionable at the moment, and discussing the latest thing in terpsichorean art.

The point about this story is that an inefficient salesman or saleswoman isn't worth a continental. They had better be paid to keep out of the store. They lose, not make money for their employers. They act as an irritant and the customer, who may have been more or less constant, gets annoyed and shakes the dust of that store off his feet.

In fact, to put it briefly, the inefficient salesman gathers no moss—H.S.E.

CURRENT NEWS OF WEEK

Quebec and Maritime Provinces.

I. E. Smith, a St. John, N.B. grocer, died recently.

Richard Evans, grocer, Williamsburg, N.B., is succeeded by Arthur R. McNutt.

Wm. Lothiab, formerly traveler for Rose & Laflamme, Montreal, who was with the 14th at Langemark, is reported missing.

The new Quebec city by-law regulating sales of foodstuffs on the streets calls for a license fee of $25 per year, payable before May 1.

Cyril C. Rendell, manufacturers' agent, has removed from his quarters in the Merchants Bank Bldg., Montreal, and opened an office at 215 St. Nicholas Building.

A cable from London announces that George Mosley, buyer in Calcutta for J. E. Morse & Co., wholesale teas, Halifax, N.S., who was a passenger on the Lusitania, is safe.

Ontario.

J. S. Peter, grocer, Toronto, has sold to J. R. Richards.

E. C. Kink, grocer, Ottawa, Ont., is moving to Westboro.

R. W. Reid, grocer, Toronto, is succeeded by Frank Johnston.

Harriet M. Seeley, grocer, Toronto, has sold to Bilton & Irvine.

A. S. Harrison, grocer, Lindsay, Ont., has sold to John Walker & Son.

H. H. Schuyler, grocer, Simcoe, Ont., has sold to the G. W. Lea Estate.

The C. Orser Packing Co., Ltd., Colborne, Ont., has been incorporated.

Seymore Woods and Fred Tinknell are opening a grocery business in Paris, Ont.

C. H. Shupe, general merchant, North Buxton, Ont., has sold to Groom & Moir.

Daniel & Norris, general merchants, Princeton, Ont., have sold to J. W. Hunter.

Proctor & Gamble Distributing Co., of Canada, Limited, Hamilton, Ont., have been incorporated.

J. R. Richards has bought the grocery business of J. S. Peters, corner Pape and Gerrard, Toronto.

T. G. Allen and J. C. McFarlane have purchased the general store business of J. Walkom, Dungannon, Ont.

Sergt. E. R. M. Davis, 4th Battalion, reported wounded, was employed in the grocery department of the T. Eaton Co.

Private Thos. Bullick, a grocer formerly in the employ of the T. Eaton Co., Toronto, is reported missing at the front.

Hugh Stonehouse, general merchant, Wallaceburg, Ont., is the Conservative candidate for the next Dominion election.

Merchants of Tweed, Ont., have decided to close their stores on Wednesday afternoon during June, July and August.

Eastern and western sugar refiners were in Ottawa during the week asking for freight rate reductions to Western Canada.

Parsons-Brown, wholesale grocers, Toronto, have moved from Colborne street, to the corner of Adelaide and Francis streets.

East India Manufacturing Company, makers of grocers' specialties, have moved from Colborne street, Toronto, to corner of Bathurst and Lennox streets, Toronto.

In future all pedlars who desire to dispose of their wares in Weston, Ont., will be compelled to take out a license and submit to the regulations governing vendors and hucksters, according to the decision of the Town Council.

George Reilly, grocer, 830 College St., Toronto, was seriously injured in an automobile accident recently. He was removed to the General Hospital by the police ambulance, and is suffering from a fractured jaw and serious internal injuries. The driver of the automobile was not detained by the police.

Colonel J. M. Young, president of the Hamilton Cotton Company, is one of the victims of the Lusitania. He was one of the most prominent business men in Hamilton, and was so popular with his employees that when the news of his death reached that city a number of them volunteered for active service in order to avenge his death. A son of his Lieutenant Young, was recently wounded in the fighting around Langemarck.

Western Canada.

Berry's Cash Store, grocery, Winnipeg, is succeeded by A. Yeomans.

Yeomans & Fostt, grocers, Winnipeg, have sold to H. Barry.

L. J. McLean, grocer, Winnipeg, is succeeded by R. Mills.

Members of the Ohio Retail Grocers' Association have been touring Western Canada.

Mitchell Sales Co., general merchants, Millet, Alta., have sold to Gordon & Gordon.

Corporal James G. Craig, a former employee of the A. Macdonald Co., wholesale grocers, Winnipeg, is reported wounded at the front.

The general store conducted at Bawl, Alta., by A. M. Anderson has been sold to McDonald Brothers, who formerly operated a store at Spring Lake.

The new officers of the Victoria, B.C. Retail Merchants' Association are: — President, W. J. Shortt, of Shortt, Hill & Duncan; first vice-president, J. H. Fletcher, of Fletcher Bros.; second vice-president, E. A. Waterman, Weller Bros., Limited. The election of directors was deferred to an adjourned meeting.

W. H. Escott, president of the W. H. Escott Co., Limited, wholesale grocery brokers, left on Saturday last for San Francisco via Vancouver, accompanied by J. C. Passmore, buyer for the Slocum-Bergren Co., one of the wholesale grocery houses in Minneapolis. Mr. Escott goes as the guest of the San Francisco Wholesale Grocers' Guild, to attend their annual convention being held next week at San Francisco, and will take in the big Fair while there.

The Retail Merchants' Association of Regina, Sask., waited on a committee of the City Council recently, asking that the license for hawkers and peddlers be made $100 instead of $50 as proposed in the draft by-law and that the term be made to include vendors of farm and dairy produce unless actually engaged in the production of their wares. The committee expressed itself in favor of this change being made in the fee and the solicitor was instructed to include it in his final draft, for submission to council. It is probable that this by-law will not be finally passed in council until after the conclusion of the legislature, as a number of important amendments will be made to the City Act. With regard to the transient traders the retailers suggested that they be made to pay their business tax for a whole year in advance, as had been urged on the Government a few weeks ago. City Solicitor Blair pointed out that this matter must rest with the legislature alone, as the city would have no power to grant their request unless the City Act was amended.

Don't hurry through every business day as if you expected to do it all that day. There are more days to come and a little more time on most jobs will prove a good investment.

Sugar Stronger: Teas Higher

New York Sugar Market Shows Strength—Teas up Again in London—No Auctions Till June 1st —Another Canadian Tea Concern Advanced Prices—Easier Tone to Coffee —Improving Demand for Summer Drinks.

Office of Publication, Toronto, May 20, '15.

THE advance by one tea concern in their prices a couple of weeks ago which appeared in the columns of Canadian Grocer has been followed by higher prices in the case of another firm. The Red Rose Tea Co. have advanced their prices on all their teas. The retail prices are as follows: 40c, 45c, 50c; 52c and 56c and 60c. In view of the fact that tea prices at the London and Colombo Auctions show no signs of abatement and are higher by a cent this week again, it is not surprising that this company, too, has advanced its price. It will be remembered that Canadian Grocer three months ago prophesied that prices on tea could not very much longer remain at the low levels at which they then were. Our prediction has now come true in the case of two large concerns.

Prices which have obtained in cheese all winter have, as noted last week, gradually got higher, although the new make is now coming in more or less freely. Just why this is is a little hard to determine, but apparently several causes are contributing to it. England is very bare of cheese and is taking all that she can get. There is a much bigger demand for cheese in Canada than there is cheese to supply that demand. Export business is large and it is worth noting that most of it is in American hands. We find that Americans are exporting incomparably more cheese than we are, although most of it is Canadian cheese. The new make is coming in rapidly, but there seems to be such a call that the situation is not eased any. Prices are up again this week on some markets. Butter, on the other hand, is much easier in tone; the make is coming in right along, and it looks from enquiry into the condition of the pastures throughout the country that in about a couple of weeks' time the make will be almost doubled. This should send prices down further still.

New laid eggs are fairly cheap and the supply continues to be enormous. On the other hand, the consumption is just as great and prices are, therefore, not too low. They are, however, lower than in the States and they have such an overplus of new laid eggs over there that if it were at all possible to compete with our prices—that is, if our prices were higher—we should be importing a great many more American eggs than we are. Out in Kansas, we understand that the storekeeper is selling his eggs at 15c a dozen.

The situation in fruits and vegetables is encouraging. Business is exceptionally good, and compares remarkably well—all things taken into account—with this time last year. There is a lot of Florida stuff, both fruit and vegetables, which is getting the business. Tomatoes, cucumbers, pineapples, grapefruit, potatoes and the like are all selling very well. The stuff is good, fresh and, on the whole, cheap. In fact, it is considerably cheaper than last year at this time, in most cases. Navel oranges are firmer, and the prices at which they sold all through the winter have been fair, so that nobody can complain. Most lines of fruit and vegetables are cheaper. Celery, on the other hand, is firmer. Imported strawberries are very cheap indeed, and there is said to be a lot of them. The remarkable thing about vegetables this year is that, on the whole, root stuff is selling very badly.

QUEBEC MARKETS.

Montreal, May 20.—While there have ben no radical changes in any important lines handled by grocers, there are several facts which are worthy of attention. One of these is that, after holding out for a long time, dealers are beginning to make inquiries regarding cheap grades of tea. A large Montreal importer reports having received eight inquiries in one morning for prices on Congous. With the market on black teas already up 5 to 6 cents per lb., and a further advance likely to take place at any time, it looks as though the trade were beginning to think that they might as well come in now as later on. A marked improvement is also noted in the demand for coffees this week.

The canned goods situation is getting interesting again. The contracts between the wholesalers and the Canners expire at the end of this month. It is still expected that the holding company will be formed to take control of independent stocks.

SUGAR.—The raw market was strong Tuesday, the price having jumped overnight from 3⅞c to 3 15/16c. Several big sales have been made at these figures. In New York they seem to be expecting higher prices on refined. There might be higher prices in Montreal, as refiners could afford to pay these prices for raws and sell refined at to-day's figures. The only thing that is likely to keep the market down here is the keen competition.

	Per 100 lbs.
Extra Granulated Sugars—	
100 lb. bags	6 65
20 lb. bags	6 75
2 and 5-lb. carton	6 95
Yellow Sugars—	
No. 3	6 50
No. 1	6 25
Extra Ground Sugars—	
Barrels	7 05
50 lb. boxes	7 25
25 lb. boxes	7 45
Powdered Sugars—	
Barrels	6 95

Markets in Brief

ONTARIO MARKETS.

FLOUR AND CEREALS—
- Wheat Prices Easier.
- Flour for Export.
- Cereals Slow.
- Grass Coming Along Now.

FISH AND OYSTERS—
- Periwinkles a good line.
- Trout and Whitefish Selling
- Haddock and Cod plentiful.
- Lake Herring and Flounders lower.

FRUIT AND VEGETABLES—
- Strawberries lower.
- All sorts of oranges.
- Pineapples sell well.
- Root vegetables slow.
- Celery and cucumbers higher.
- Decline in asparagus.

PRODUCE AND PROVISIONS—
- Butter somewhat easier.
- Cheese prices 'way up.
- New laids down.
- Demand for broiler chickens.
- Hams slightly higher.
- Lard prices unchanged.

GENERAL GROCERIES—
- Tea higher in London.
- Advance in Canadian prices.
- Sugar strong in New York.
- Low prices for fruit futures.
- Coffee tone easier.
- Demand for summer drinks.
- New soap on market.

50 lb. boxes	7 05
25 lb. boxes	7 25
Paris Lumps—	
100 lb. boxes	7 40
50 lb. boxes	7 50
25 lb. boxes	7 70
Crystal Diamonds—	
Barrels	7 30
100 lb. boxes	7 40
50 lb. boxes	7 50
25 lb. boxes	7 70
Cartons and half cartons	8 05
Crystal Dominoes, cartons	8 15

TEA.—One importer received eight inquiries on Tuesday morning for prices on Congous, all of them coming from Ontario. After hanging off for a long time, dealers are coming into market for the cheapest teas, i.e., Congous. These are being offered at 18 The market on new Chinese crop opened this week with Congous at 17½c, against an opening price of 11½c last year. It is not likely there will be such a wide difference on better grades. Spot stocks of Ceylon and India blacks are diminishing, and a further advance is expected following that of week ago.

DRIED FRUITS.—Valencia raisins have been advanced from ½c to 1c to the retail trade, due to scarcity and good demand. In the primary market there are several inquiries for California fruits. Importers of European dried fruits report much improved demand.

EVAPORATED FRUITS.	Per lb.	
Apples, choice winter, 50-lb. boxes	....	0 08
Apples, choice winter, 25-lb. boxes	....	0 08½
Apricots	0 11½	0 12½
Nectarines, choice	....	0 11½
Peaches, choice	0 07½	0 08½
Pears, choice	....	0 13½
DRIED FRUITS.		
Candied Peels—		
Citron	0 20	0 21
Lemon	0 13½	0 14
Orange	0 13½	0 14
Currants—		
Amalias, loose	....	0 07½
Amalias, 1-lb. pkgs.	....	0 08
Filiatras, fine, loose, new	....	0 07
Filiatras, packages, new	....	0 08
Vostizzas, loose	....	0 09
Dates—		
Dromedary, package stock, per pkg.	....	0 09
Fards, choicest	....	0 12½
Hallowee, loose	....	0 08
Hallowee, 1-lb. pkgs.	....	0 07½
Figs—		
8 crown, 12 lb. boxes, fancy, layer, lb.	....	0 14
7 crown, 12 lb. boxes, fancy, layer, lb.	....	0 14
6 crown, 12 lb. boxes, fancy, layer, lb.	....	0 13½
1 lb. glove boxes, each	....	0 12
Prunes—		
30 to 40, in 25-lb. boxes, faced	....	0 14
40 to 50, in 25-lb. boxes, faced	....	0 13
50 to 60, in 25-lb. boxes, faced	....	0 12
60 to 70, in 25-lb. boxes, faced	....	0 11
70 to 80, in 25-lb. boxes, faced	....	0 10
80 to 90, in 25-lb. boxes, faced	....	0 09½
90 to 100, in 25-lb. boxes, faced	....	0 09
Raisins—		
Malaga, table box of 22 lbs., 3-crown cluster, $2.60; 5-crown cluster	....	3 60
Muscatels, loose, 3 crown, lb.	....	0 09
Sultana, loose	0 10	0 11
Sultanas, 1-lb. pkgs.	0 11½	0 14
Valencia, selected	....	0 08½
Valencia, 4-cr. layer	....	0 09
Cal. seedless, 16 oz.	....	0 11
Seedless, 12 oz.	....	0 09
Fancy seeded, 16 oz.	....	0 10
Choice seeded, 16 oz.	....	0 09½

Prices quoted on all lines of fruits are liable to be shaded for quantities, according to the state of market.

RICE.—It is announced here by wire that the Imperial Milling Co. of Vancouver, have raised their price on No. 1 Siam 10c. A letter mailed a week before predicted this advance. It ran: "We wish to advise you that there are strong indications of an increase in prices on all lines in the very near future, as freight rates have already advanced considerably, and our cable advices from Orient indicate stronger tone on all primary markets. We are not urging buyers to anticipate requirements, but simply giving you our personal opinion of the future prospects."

	Per cwt.
Rangoon Rices—	
Rangoon "B"	3 70
"C.C."	3 60
India bright	3 85
Lustre	3 95
Fancy Rices—	**Per cwt.**
Imperial Glace	5 60
Sparkle	5 70
Crystal	5 45
Ice drips	5 80
Snow	5 70
Polished	4 85
Pearl	5 05

Prices are per 100 lbs., packed in bags (250 lbs.), half-bags (100 lbs.), and quarter-bags (50 lbs.); add 10c per 100 lbs. for pockets (25 lbs.), and 20c for half-pockets (12½ lbs.).

	Per lb.	
Imported Patna—		
Bags, 224 lbs.	0 06	0 06½
Half bags, 112 lbs.	0 06¾	0 06
Quarter bags, 56 lbs.	0 06¾	0 06½
Velvet head Carolina	0 09¾	0 10½
Sago, brown	0 06½	0 07
Tapioca—		
Pearl, lb.	0 06½	0 07
Seed, lb.	0 06½	0 07

MOLASSES.—There have been a few small lots sold on private terms, but there has been no general buying. It is stated that altogether 1,500 puncheons have been bought for Montreal, against 5,000 to 6,000 last year at the same period. Sales have been made at 39c, all charges paid, but what the bulk of the above was sold at cannot be learned. On the other hand, sales have been made right along in the Maritime Provinces and in Quebec at market prices. It is difficult to see how Montreal can hold out much longer without affecting the market, and yet planters insist that there will be no lower prices. Latest cable advices from Barbadoes are, "Market strong. Steady good demand." Wholesalers declare that prices are so high, they will not buy until August or September, except for immediate requirements.

	Prices for Island of Montreal.	
Barbadoes Molasses—	Fancy.	Choice.
Puncheons	.45	.41
Barrels	.48	.44
Half barrels	.50	.46

For outside territories prices range about 2c lower for fancy; nothing for choice.

Carload lots of 20 puncheons or its equivalent in barrels or half barrels, to one buyer, may be sold at "open prices." No discounts will be given.

Corn Syrups—	
Barrels, per lb., 3¾c; ½ bbls., 4c; ¼ bbls.	0 04¼
Pails, 38½ lbs., $1.95; 25 lbs.	1 46
Cases, 2 lb. tins, 2 doz. in case	2 65
Cases, 5 lb. tins, 1 doz. in case	3 00
Cases, 10 lb. tins, ½ doz. in case	2 90
Cases, 20 lb. tins, ¼ doz. in case	2 85
Maple Syrups—	
New, pure, per 8½ lb. tin	0 75 0 80
Pure, in 15 gal. kegs, 8c per lb. or, per gal.	1 15
Maple sugar, pure, per lb.	0 10 0 12

COFFEE.—Owing to inferior grades of coffee being brought into market, prices have lately been lower.

Coffee, Roasted—		
Bogotas	0 26	0 30
Jamaica	0 21	0 22
Java	0 31	0 36
Maricaibo	0 22	0 25
Mexican	0 27	0 28
Mocha	0 33	0 36
Rio	0 15	0 17
Santos	0 21	0 23
Chicory, per lb.	0 10	0 12

NUTS.—Walnuts advanced recently, and still remain high, both here and in France. Filberts and almonds have not yet been affected by the Italian situation. In the wholesale market, nuts are dull. Walnuts are quiet, only what are absolutely required being bought. There is fair demand for peanuts.

Almonds, Tara	0 16	0 18
Grenobles, new	0 14	0 16
Marbots, new	....	0 12
Shelled walnuts, new, per lb.	0 33	0 34
Shelled almonds, 28-lb. boxes, per lb.	....	0 38
Sicily filberts	0 13	0 14
Filberts, shelled	....	0 28
Pecans, large	....	0 18
Brazils, new	....	0 12½
Peanuts, No. 1, 12½c; No. 2	....	0 11½
Peanuts, No. 3	....	0 10

SPICES.—Market narrow, with little change of any kind. Demand in New York for spot is normal, while futures are dull. Apparently the policy of the trade is to remain at anchor until the shifting of the fog. Tonnage situation in the Orient is more acute than was generally known, making deliveries uncertain.

	5 and 10-lb. boxes.	¼-lb. pkgs. dozen.	¼-lb. tins lb.
Allspice	—0 17	0 70—0 80	—0 24
Cassia	—0 23	0 78—1 05	—0 31
Cayenne pepper	—30	1 08—1 21	—0 36
Cloves	—0 41	1 21—1 31	—0 48
Cream tartar—40c.			
Ginger, Cochin	0 18—0 24	—....	—....
Ginger, Jamaica	—0 23	1 00—1 15	—0 31
Mace	—0 80	1 00—1 15	—1 00
Nutmegs	—0 40	1 08—1 26	—0 76
Pepper, black	—0 25	0 90—1 00	—0 31
Pepper, white	—0 34	1 15—1 20	—0 40
Pastry spice	—0 23	0 95—1 20	—0 31
Pickling spice	—0 16	0 85—1 00	0 80—0 95
Turmeric	0 21—0 23	—....	—....

Lower prices for palla boxes or bailers when delivery can be secured.

Cardamon seed, per lb., bulk	2 00	2 50
Carraway—		
Canadian	....	0 13
Dutch	0 15	0 16
Cinnamon, China, lb.	0 20	....
Mustard seed, bulk	0 19	0 23
Celery seed, bulk	0 36	0 46
Cayenne chillies	....	0 35
Shredded cocoanut, in pails	....	0 19½

DRIED VEGETABLES. — Whereas market on dried beans is strong, it is difficult to sell them at prices being asked. Buyers are holding off, and are not likely to come into the market strong before next Fall. There are fair stocks in Montreal, and holders are asking what appear to be high prices. They may not be considered high later on.

Beans—		
Canadian, 3-lb. pickers, per bushel	3 00	3 30
Yellow, per bushel	....	3 25
Yellow eyes, per bushel	....	3 25
Lima, per lb.	0 07½	0 08
Peas, white soup, per bushel	2 85	3 00
Peas, split, bag, 98 lbs.	....	5 25
Barley, pot, per bag	....	3 00
Barley, pearl	....	4 50

JAPAN TEA PLANTERS IN CANADA.

Prospects for increasing the tea trade between Canada and Japan were investigated this week by a party of a dozen leading tea planters from the Land of the Rising Sun, who visited Montreal and Toronto, under the tutelage of C. Yada, Japanese Consul-General at Ottawa. The party comprised a number of prominent Japanese merchants, Mr. Yada stating that they represented 80 per cent. of the whole tea production of Japan.

The visitors called on a number of the leading tea importers and talked over business prospects. In Montreal, they were conducted by W. H. Halford, manager for Furuya & Nishimura, tea importers. Included in the party were Iwao Nishi, Chief Commissioner to the Panama-Pacific Exposition; J. Oishi, K. Matsushita, K. Sata, S. Mitsuhashi, Sentaro Ito, and Kumaziro Sano.

ONTARIO MARKETS.

Toronto, May 20.—These are the dog days on the street, not so far as business is concerned, but from a news point of view. Features are few and far between. There are singularly few new lines of anything at all this year. Summer drinks are with us, but they are such as we have known heretofore—orangeade, lemonade, grape juice, lime juice, etc. Demand is growing now for these, albeit this recent cold snap has protracted that demand to some extent.

The rumored holding company which is to be formed by the independent canners is still, after many days, not completed. Nothing definite has been done as yet. Report says it is progressing, but it has been in that position a long time now. Canned goods are reported only fair. Business is far from brisk. Lobster is the bright spot, and there is a good deal of buying of this on account of the cheap price. Canned tomatoes, corn and peas are only moderately busy.

This week there has been put on the market "R.M.A." soap, which is the product of the Retail Merchants' Association. It retails at six for a quarter, and is controlled by the association. It is too early to judge of its acceptance or no as yet.

Business is not too bad—which is a colloquial way of saying that it is satisfactory. Buying on the part of the retailers is consistent, and, while large bulky orders are missing, there are those who prefer the hand-to-mouth character of buying which has taken their place. In most lines spring activities are having their effect, and the fact of the holiday at the beginning of next week is responsible for buying of what may be called comparatively luxuries.

Apropos the higher buying prices on tea the markets in London on both Ceylon and Indians are a cent higher this week. Prices, we think, will be still higher. The absence of the usual Indian auction on the 24th, or Ceylon auction on the 25th of this month, is likely to affect the tea market by enchanting prices considerably. It is a well-known fact that the big London packet houses very seldom have three weeks requirements ahead. Even if they feel sure the market is going to advance, they are afraid to buy very much more than their weekly requirements in case they precipitate the advance. The requirements of some of the big blenders are not less than perhaps four thousand chests of tea per week. Suppose one of them tried to get eight thousand in a single week, he might send the market up one to two pence (3 to 4 cents); so with this always before him he manages to scrape along, getting only his requirements from week to week, when he is at the same time desperately eager to get three or four weeks' supply at the same price. The absence of the Indian and Ceylon auctions next week is likely to find all the buyers short of tea at the 1st of June auctions. The first Indian auction commences in Calcutta on June 1st, when the quality of Syhlet, Cachar, and most of the other Indian teas is at its worst, but if one is to judge by the private sales that are reported, the Indian market will open at unprecedented high prices.

The tremendous European demand for tea and the many places that "are going dry" in the United States will, without question, enhance the demand for both tea and coffee, and the many orders of the British Government for one million pounds of tea at a time also has a very stimulating effect on the market. There is nothing on the horizon to warrant a prediction of anything but high prices for the future.

SUGAR.—The market is strong in sympathy with New York, though there is little feature to local situation, and demand is only average. The strength of the New York market is due to the buying on French and British account very largely. Last Saturday there was a sale of 30,000 tons of Cuba raws to the United Kingdom for June-July shipment at $3.75 f.o.b. Cuba. And also there was a sale to France of 5,000 tons of refined at $4.16 f.o.b. New York. Raws are now firm at $4.89. The two sales strengthened the market tone very considerably.

Extra Granulated Sugars, Montreal Refined—per 100 lbs.	
100 lb. bags	6 71
20 lb. bags	6 81
10 lb. bags	6 86
2 and 5-lb. cartons	7 00
Nova Scotia refined, 100-lb. bags	6 61
New Brunswick refined, 100-lb. bags	6 71
Extra Ground Sugars—	
Barrels	7 11
50 lb. boxes	7 29
25 lb. boxes	7 41
Powdered Sugars—	
Barrels	6 91
50 lb. boxes	7 11
25 lb. boxes	7 31
Crystal Diamonds—	
Barrels	7 36
100 lb. boxes	7 46
50 lb. boxes	7 56
Cartons (25 to case)	8 11
Cartons (50 to case)	8 61
Crystal Dominoes, cartons	8 11
Paris Lumps—	
100 lb. boxes	7 46
50 lb. boxes	7 56
25 lb. boxes	7 76
Yellow Sugars—	
No. 1	6 31

Barrels granulated and yellow may be had at 5c per cwt. above bag prices.

TEA.—On Monday the London auction saw an advance of a farthing to a halfpenny in Indians, and on Tuesday the same rate of advance occurred in Ceylons. This negatives the drop of a farthing which we noted last week, as we ventured to suggest might happen. Cheapest teas, too common for our consumption here, are worth at least a shilling a pound, and the outlook is for higher not lower levels. . . . "Re the outlook at the present time, the London market is talking of 1/3 lowest (i.e. 30 cents)," says a letter we have from the New York office of a large tea concern. It goes on: "We are afraid we must use a familiar saying, 'the worst is yet to come.'" From now on till June 1st there will be no auction in London, and, as we explain in our market introduction, this will probably mean a higher market. There appears no outlook at all for lower buying prices on tea.

The Red Rose Tea Company advanced prices on Monday, making their lowest price to retailers 32 cents. This advance was expected, and is the action of a second tea house in Canada at this time to offset the terribly high levels at which tea must be bought. From all appearances tea men will not let it go at that. A further advance, if conditions over the water continue to obtain, looks inevitable. In announcing to the trade the advance, this company says: "We greatly regret the necessity of making a change in price, and have delayed as long as we could in the hope that markets might show some signs of a decline, but we fear we shall have high prices for a long time to come."

Another contributory cause to the high cost of tea is the fact that so many of the planters have gone into the rubber game. Rubber is a paying investment. One company, whose report we saw the other day, is paying a dividend of 40 per cent. and putting away £20,000 to reserve! So there's money in it. Tea planters, many of them, a few years ago figured it would pay them better to grow rubber, and went in for it. It takes about six years for rubber to come to fruition, and now the effects of the rubber are beginning to show in the quality of the tea, since both are grown over the same area. Therefore, that means that there isn't so much good tea in India, and the price goes up in consequence. Incidentally, there is some excuse for planters going into rubber. Its cost of production a few years ago was about 2/-. It is now somewhere near 1/4, and in some cases as low as 10d. At a selling price of from anywhere from 2/1 to 2/6 the man who grows rubber must be making money. No wonder the tea planter likes the game! Nevertheless it all sends up the price of tea. A local importer received a cable on Wednesday from Calcutta to the effect that new Indians at private sale cost him three farthings above price of same quality last week.

DRIED FRUITS.—There is no news of spot stuff. Prunes, raisins, currants, peels, peaches and apples have a very ordinary sale at prices which have ruled for some time, and there is no new feature. Tendency for futures is generally easier and lower. Big crops look to be the thing in California, and prunes and peaches in particular will be abundant, it is said. Raisins also will be plentiful, Demand is not heavy at present, and prices are moderately easy. Advices are

that 1915 apricots have sold for September shipment on a basis of 8 cents a pound in 25-pound boxes.

Apricots—		
Standard, 25 lb. boxes	0 13	0 14
Choice, 25 lb. boxes	0 14	0 14½
Apples, evaporated, per lb.	0 07½	0 08
Candied Peels—		
Lemon	0 13	0 14
Orange	0 13	0 14
Citron	0 19	0 22
Currants—		
Fillatras, per lb.	....	0 07½
Amalas, cholcest, per lb.	0 08	0 08¼
Patras, per lb.	0 08¼	0 08½
Vostizzas, choice	0 09½	0 10
Cleaned, ¼ cent more.		
Dates—		
Fards, choicest, 12-lb. boxes	0 09½	0 10
Fards, cholcest, 60-lb. boxes	0 09	0 09½
Package dates	0 06	0 08½
Hallowees	0 07¼	0 07¾
Prunes—		
30-40s, California, 25 lb. boxes	0 14½	0 15
40-50s, 25 lb. boxes	0 12½	0 13½
50-60s, 25 lb. boxes	0 12	0 12½
60-70s, 50 lb. boxes	0 10½	0 11½
70-80s, 50 lb. boxes	0 09	0 09½
80-90s, 50 lb. boxes	0 08	0 09
90-100s, 50 lb. boxes	0 07½	0 08
25-lb. boxes, ½c more.		
Peaches—		
Choice, 50-lb. boxes	0 08	0 08½
25-lb. boxes ¼c more.		
Raisins—		
Sultanas, choice, new	0 12	0 13
Sultanas, fancy, new	0 14	0 16
Valencia	0 09½	0 10
Seeded, fancy, 1 lb. packets	....	0 10½
Seeded, choice, 1 lb. packets	0 09¾	0 10¼
Seeded, choice, 12 oz.	....	0 08
Seedless, 16 oz. packets	0 10½	0 11
Seedless, 12 oz. packets	....	0 10

NUTS.—The market is quiet and more or less featureless. Buying is little in evidence at this time of year. Shelled walnuts are, if anything, a trifle firmer, and prices, if they move at all, will likely go higher. Brazils are about "as dead as a door nail," and prices on them are a matter of a man's conscience. There is little demand. Peanuts and Pecans are both in fair demand, and we quote 55c to 60c on the latter. Shelled almonds are in demand, and some are paying as high as 38c for them. There is a wide range of prices on all nuts.

	Per lb.	
In Sbell—		
Almonds, Tarragona	0 17½	0 18
Brazils, medium, new	0 10	0 11
Brazils, large, washed, new	0 12	0 13
Chestnuts, peck	1 75	2 00
Filberts, Sicily, new	0 13	0 14
Peanuts, Jumbos, roasted	0 12½	0 13½
Peanuts, band-picked, roasted	0 11	0 11½
Peanuts, fancy, roasted	0 09	0 10
Pecans	0 17	0 18
Walnuts, Grenoble	....	0 16
Walnuts, Bordeaux	0 11	0 12
Walnuts, Marbots	0 13	0 14
Sbelled—		
Almonds	0 32	0 37
Filberts	....	0 35
Peanuts	0 11	0 11½
Pecans	0 55	0 60
Walnuts	0 34	0 38

COFFEE.—Strength has more or less slackened on this market, and even Santos and Rios are easier. New York reports weaker trend there on both these, chiefly, it would seem, on account of the unsettled state of public opinion in the States over the Lusitania outrage. Demand locally is easier, though Maracaibos find a good trade.

Coffee—		
Standard Old Govt. Java	0 36	0 38
Plantation Ceylon	0 32	0 34
Java	0 35	0 40
Arabian Mocha	0 34	0 37
Guatemala	....	0 30
Bucramanga	0 30	0 32
Mexican	0 30	0 32
Maricaibo	0 26	0 28
Jamaica	0 24	0 26
Santos	0 19	0 22
Rio	0 16	0 18
Chicory	....	0 14

SPICES.—Ginger prices have not altered materially this week, though despite last week's advance, they are firm. It is said that buyers' stocks are low, and many would-be purchasers have held off as long as possible. Peppers are easier. So are Cassias, with little feature.

	Compound, per lb.	Pure, per lb.
Spices—		
Allspices, ground	....—0 10	....—0 15
Allspices, whole	....—....	....—0 15
Cassia, whole	....—....	0 21—0 26
Cassia, ground	0 14—0 16	0 21—0 26
Cinnamon, Batavia	....—....	0 36—0 40
Cloves, whole	....—....	0 28—0 33
Cloves, ground	0 18—0 22	0 28—0 35
Cream of tartar	0 25—0 35	0 40—0 45
Curry powder	....—....	....—0 35
Ginger, Cochin	0 15—0 17	0 19—0 22
Ginger, Jamaica, ground	0 18—0 21	0 25—0 28
Ginger, Jamaica, whole	....—....	0 25—0 28
Ginger, African, ground	....—....	....—0 18
Mace	....—....	0 80—1 95
Nutmegs, brown, 64s, 52c; 80s, 42c; 100s	....—....	....—0 30
Nutmegs, ground, bulk, 45c; 1 lb. tins	....—....	....—0 50
Pastry spice	....—....	0 22—0 25
Peppers, black, ground	0 14—0 18	0 19—0 22
Peppers, black, whole	....—....	0 20—0 22
Peppers, white, ground	0 19—0 24	0 30—0 33
Peppers, white, whole	....—....	0 30—0 33
Pickling spice	....—....	....—0 15
Turmeric	....—....	0 18—0 20

RICE AND TAPIOCA.—Demand continues along its even steady course in the rice market, and nothing more has been heard of heightened prices on account of higher freights. There is a good demand for sagos and tapioca.

Rice—		
Rangoon "B," per cwt.	....	3 48
Rangoon, per cwt.	3 50	4 00
Rangoon, fancy, per cwt.	....	5 00
Patna, fancy	0 07½	0 09
Tapioca—		
Pearl, per lb.	0 06	0 07½
Seed, per lb.	0 06	0 07½
Sago, brown, per lb.	....	0 05½

CANNED GOODS.

MONTREAL.—About the 1st of April it was considered in canning circles that the organization of a holding company of the large and small independent companies was all but completed. However, difficulties developed and the project has been delayed through troubled weeks, during which there have been varying prospects of success. Now the different interests are reported to be in line again, with every assurance that the deal will be shortly completed, and that within the course of a couple of weeks the different details will be satisfactorily worked out.

The Foreign Market.

The decline in canned goods values in Canada may appear difficult to reconcile with the world need for foodstuffs and the rising values of staples in general. However, when it is considered that Italy can supply tomatoes at lower prices than Canada could hope to meet, with the prevailing high freight rates, and that France can do much the same with peas—there is little demand for corn—it will be seen that there is small hope for Canadian products for the time being.

The future may see diminishing supplies from France on account of the war, and also from Italy, should that country enter into the conflict, to the extent of encouraging an export demand which will counterbalance the high cost of transportation. However, the reduced world consumption and the fact that vegetables have not been very extensively used on the battle-field, together with prospects for continued high rates, has rendered the export prospect so indefinite that it is not being considered as a serious factor in the situation.

MANITOBA MARKETS.

Winnipeg, May 19.—Crop prospects have now a dominating influence on the market. Seeding is practically finished in Manitoba. There is a 20 per cent. increase in wheat acreage, a slight increase in the land under oats; barley a decrease; flax almost eliminated. The fact that the crop in Manitoba was put in in particularly good shape, and already is well advanced as regards wheat, has had its effect on business, and wholesale grocers report a more active demand and a renewal of confidence among country retailers. Saskatchewan had heavy rains on Friday, and is now in excellent shape.

Country business is improving, and likely to improve if the season later bears out the promise of the present. City business is dull. There is no marked falling off this month, as compared with last month, but there are many out of employment, and the prospect of an early movement of the greater part of the 5,000 troops now quartered here will not tend to improve matters.

Last week the market was decidedly unsettled as regards canned goods, and in some lines, such as lobsters, good bargains have been obtainable. Evaporated apples are dearer, as apples themselves are getting scarce and dear, although the box apples obtainable are of excellent quality.

An advance in pepper was noted last week; a feature to be prepared for is the certain advance in all cured meats. This upward tendency is already noticeable, and should amount to a marked increase between now and harvest time.

SUGAR.—Wholesalers are adverse to giving quotations on sugar. The market has no stability, and to-day's quotations are not good for to-morrow. In the meantime sugar in New York is steady and firm; $6.95 per 100 lbs. in boxes may be taken as the standard, and the list is unchanged, but higher prices shortly would cause no surprise, providing competition among Canadian refiners does not have a depressing influence again.

	Per cwt. in sacks.
Sugar, Eastern—	
Standard granulated	6 95
Extra ground or icing, boxes	7 80
Extra ground or icing, bbls.	7 60
Powdered, boxes	7 60
Powdered, bbls.	7 40
Hard lump (100-lb. cases)	7 90
Montreal yellow, bags	6 55
Sugar, Western Ontario—	
Sacks, per 100 lbs.	6 95
Halvea, 50 lbs., per cwt.	7 05
Bales, 20 lbs., per cwt.	7 10
Powdered, barrels	7 35
Powdered, 50's	7 70
Powdered, 25s	7 80
Icing, barrels	7 65
Icing, 50s	7 90
Icing, 25s	7 95
Cut loaf, barrels	7 75

Cut loaf, 50s		8 00
Cut loaf, 25s		8 25
Sugar, British Columbia—		
Extra standard granulated		6 90
Bar sugar, bbls.		7 40
Bar sugar, boxes		7 60
Icing sugar, bbls.		7 60
Icing sugar, boxes		7 80
H. P. lumps, 100-lb. cases		7 90
H. P. lumps, 25-lb. boxes		8 15
Yellow, in bags		6 55
Corn Syrup—		
2s, per case 2 doz.		2 73
5s, per case 1 doz.		3 13
10s, per case ½ doz.		3 01
20s, per case ¼ doz.		3 02
B. C. Cane Syrups—		
2-lb. tins, 2 doz. to case, per case		3 15
5-lb. tins, 1 doz. to case, per case		3 60
10-lb. tins, ½ doz. to case, per case		3 30
20-lb. tins, 3 tins to case, per case		3 25

(These prices prevail in Winnipeg, Calgary, Regina, Moose Jaw and Lethbridge. For Edmonton and Saskatoon they are 5c case higher.)

Molasses—	Per	gal.
Barbadoes		0.53
New Orleans		0 34
Maple Syrups—	Per	case.
Imperial quarts, case, 2 doz.		5 40
Imperial ½ gals., 1 doz.		5 55
New, pure, ½ gal. case		9 00
New, pure, ½ gal., quarts, case 2 doz.		9 70
New, pure, quart bottles, case 2 doz.		9 75

DRIED FRUITS.—There are no changes to report during the past week. Dried apples are firm at the recent advance, now selling at 8½c for 50's and 8¾c for 25's. Prunes, apricots and peaches are in fair demand, and higher prices are anticipated. At this season fresh fruits are scarce, and dried fruits are worth featuring. Much will depend on California fruit crop reports during the growing season.

Apples, evaporated, new, 50's			0 08¼
Apricots, choice, 25's			0 13¼
Apricots, choice, 10's			0 14
Apricots, standard, 25's			0 12¾
Currants—			
Dry clean			0 07¾
Washed			0 08¼
1 lb. package			0 08¾
2 lb. package			0 17¾
Vostizzas, bulk			0 10
Dates—			
Hallowee, loose, per lb.			0 09
Hallowee, 1 lb. pkgs.			0 07¾
Fard dates, 12-lb. boxes			1 25
Peaches—			
Standard, 25-lb. boxes			0 07¾
Choice, 25-lb. boxes			0 07¾
Choice, 10-lb. boxes			0 08½
Raisins, Muscatels—			
3 crown, loose, 25's			0 09
3 crown, loose, 50's			0 08¾
Raisins, Valencias—			
Fine selected		2 40	2 45
Four crown layers			2 45
Choice, seeded, lb.			0 11¼
Fancy seeded, lb.			0 11
12-oz. packages, fancy			0 08¾
12-oz. packages, choice			0 08¾
Raisins, Sultanas—			
Corinthian Giants			0 13¼
Superfine			0 12½
Finest			0 10¾
Fine			0 20¼
Prunes, in 25-lb. boxes—			
90 to 100			0 09¾
80 to 90			0 08¾
70 to 80			0 09¾
60 to 70			0 10
50 to 60			0 11
40 to 50			0 11¾
Table Layer Figs—			
7-crown, 3-lb. boxes, per lb.			0 15½
5-crown, 10-lb. boxes, per lb.			0 15
5-crown, 10-lb. boxes, per lb.			0 13¾
4-crown, 10-lb. boxes, per lb.			0 13
3-crown, 10-lb. boxes, per lb.			0 12¾
Glove boxes, per doz.			1 00
Cooking figs, taps, about 25 lbs., lb.			0 07¼
Cooking figs, choice naturals, 28-lb. bags, per lb.		0 07	0 07½

RICE AND TAPIOCA.—There are no changes here.

Rice and Tapioca—			
No. 1 Japan, per lb.			0 04¾
No. 2 Japan, per lb.		0 04¾	0 04¾
Siam, per lb.		0 03¾	0 03¾
Patna, per lb.		0 07	0 07½
Carolina, per lb.			0 08½
Sago pearl, per lb.			0 04¾
Tapioca, pearl, per lb.		0 05½	0 05¾

NUTS.—Better business in nuts, especially peanuts, may be looked for with the opening of the season of summer sports.

Nuts—			
Brazil, new stock			0 15
Tarragona almonds			0 19
Peanuts, roasted Jumbos		0 12½	0 14
Peanuts, choice			0 10
Pecans			0 22
Marbot walnuts			0 14½
Sicily filberts			0 14¾
Shelled almonds			0 41
Shelled walnuts			0 41

BRITISH COLUMBIA MARKETS.

By Wire.

Vancouver, May 20.—Business is fairly brisk. American strawberries are arriving freely and green vegetables are plentiful. Lard is up 20c. Ontario beans are ¼c higher. Lombard plums are $1.90.

PRODUCE AND PROVISIONS.

Butter, creamery, per lb.		0 35
New Zealand cubes		0 35½
New Zealand brick		0 36
Cheese, per lb., large		0 21
EGGS—		
Local fresh		26 c
Extra selected		21 c
Vancouver Island		26 c
Lard, 3 s, per case		8 60
Lard, 5's, per case		8 52
Lard, 10's, per case		8 45
Lard, 20's, each		2 90

GENERAL.

Almonds, shelled, lb.	0 45
Beans, Ontario, per lb.	05¾c
Beans, Lyttou	06¾c
Cream of tartar, lb.	50 c
Cocoanut, lb.	18½c
Cornmeal, bail	$3 00
Evap. Apples, 50's	08¾c
Flour, 49 s, bbl.	8 75
Lemons, box	3 75 4 25
Potatoes, per ton	20 00
Rolled Oats, bail of 80 lbs.	3 85
Onions, lb.	02¼c
Oranges, box	2 75 3 00
Rice, 50's, sack	1 90
Sugar, standard, gran., per cwt	7 44
Sugar, yellow, per cwt.	6 70
Walnuts, sbelled, lb., 49c; Almonds	42 c

CANNED GOODS.

Apples, gals. 6|case	$1 50
Beans, 2 s	2 05
Corn, standard, per 2 dozen case	2 10
Peas, standard, per 2 dozen case	2 05
Plums, Lombard, 2's, case	1 90
Peaches, 2½'s, case	4 50
Strawberries and raspberries, 2's, case	4 80
Tomatoes, standard, per dozen, case	2 20

SALMON.

Sockeye, 1's, 4 doz. case	$9 00
Sockeye, ½'s, 8 doz. case	10 75
Cohoes, 1's, 4 doz. case	4 75
Humpbacks, 1's, 4 doz. case	4 00

DRIED FRUITS.

Apricots, per lb., 13½c; Apples, lb.	08¾c
Currants, per lb., 08½c; Raisins, seeded, lb.	10 c
Prunes, 70-80, 25's, lb.	08¾c
Peaches, per lb.	07 c
White Figs, per lb.	06 c

SASKATCHEWAN MARKETS.

By Wire.

Regina, May 20.—Reports show that wheat is from 2 to 4 inches high throughout the province, 50 per cent. of the oats acreage seeded, and about 20 per cent. of barley seeded. Heavy rains fell during the week throughout Saskatchewan, and soil is now in splendid condition, and good crop practically assured. Rain lasted in some districts for two to three days. Markets are quiet. Green stuff is coming in well. Eggs are 21c, creamery butter 31c, and dairy 25c. Oranges are now from $3.25 to $4.50. New Valencias will be in in a week or two. Lemons are $5. Strawberries are $4.75, and ripe tomatoes $5.75.

Produce and Provisions—			
Buttery, creamery, per lb.			0 31
Butter, dairy, No. 1			0 25
Cheese, per lb., large		0 20½	0 20¾
Eggs, new laids			0 21
Lard, 3's, per case			8 75
Lard, 5's, per case			8 65
Lard, 10's, per case			8 60
Lard, 20's, each			2 90
General—			
Beans, Ontario, per bushel			3 90
Coffee, whole roasted, Rio		0 17	0 17½
Cream of tartar, lb.			0 45
Cocoanut, lb.			0 19
Cornmeal, bail			2 80
Evap. apples, 50's			0 08½
Flour, 98's			4 05
Potatoes, Ont., bush.			0 78
Rolled oats, bail of 80 lbs.			3 60
Onions, Val.			5 00
Oysters, per gal.			2 50
Rice, per cwt.			3 90
Sugar, standard, grand., per cwt.			7 44
Sugar, yellow, per cwt.			7 04
Walnuts, shelled, .41; almonds			0 41
Canned Goods—			
Apples, gals., case			1 35
Broken beans, 2's			2 55
Beans			2 28
Corn, staudard, per 2 dozen			2 28
Peas, standard, per 2 dozen			2 28
Plums, Lombard		2 15	2 28
Peaches			3 21
Strawberries, 4.33; Strawberries			4 73
Tomatoes, standard, per case		2 15	2 60
Salmon—			
Sockeye, 1's, 4 doz. case			9 85
Sockeye, ½'s			12 35
Cohoes, 1's			6 00
Humpbacks, 1's			4 60
Fruits and Vegetables—			
Apples, fancy, box			1 75
Grapefruit, per crate			4 25
Sweet potatoes, per crate			4 50
Lemons			5 00
Oranges		3 25	4 50
Pineapples, case			6 50
Celcry,			0 11
Dried Fruits—			
Apricots, per lb.			0 12¾
Currants, per lb.			0 08¾
Prunes, 70-80, 25's, lb.			0 10½

NEW BRUNSWICK.

By Wire.

St. John, May 20.—Dealers report satisfactory business; country prospects are improving; seed season is closing after good trade. Prices are steady, markets being inactive. Beans are in better supply, the tendency being downward. Cream of tartar is firmer at 40c to 41c. New cheese is selling well, supplies being good, although heavy export orders are received. Prices are 18c to 18½c, showing slight reduction. Eggs are plentiful, and a little lower at 19c to 20c. Butter prices show no change, but supply is coming better with summer grass. General staples are unchanged. Provision market is firm; collections fair.

Produce and Provisions—			
Bacon, breakfast, per lb.		0 20	0 23
Bacon, roll, per lb.			0 17
Beef, barrel		26 00	27 00
Beef, corned, 1's		2 75	3 35
Pork, American clear, per bbl.		25 00	28 75
Pork, domestic, per bbl.		25 00	27 50
Butter, dairy, per lb.		0 27	0 28
Butter, creamery, per lb.		0 31	0 32
Eggs		0 19	0 20
Lard, compound, per lb.		0 11¼	0 11½
Lard, pure, per lb.		0 13	0 13¼
Cheese, new		0 18	0 18½
Flour and Cereals—			
Cornmeal, gran.			5 75
Cornmeal, ordinary			1 85
Flour, Manitoba, per bbl.			9 05
Flour, Ontario			8 50
Rolled oats, per bbl.			7 75
Oatmeal, standard, per bbl.			8 25
Fresh Fruits and Vegetables—			
Lemons, Messina, box			7 60
Oranges, Val., case		4 00	5 50
Potatoes, bbl.		1 35	1 45
Sugar—			
Standard granulated			6 80
United Empire			6 70
Bright yellow			6 60
No. 1 yellow			6 30
Paris lumps			7 60
Lemons, Messina, box			
Beans, hand-picked, bush.		3 45	3 50
Beans, yellow eyes, per bush.		3 60	3 65
Canned pork and beans, per case		2 60	2 90
Molasses, Barbadoes, gal.		0 39½	0 40
Cream of tartar, per lb., bulk		0 40	0 41
Currants		0 08¾	0 09
Rice, per cwt.		4 00	4 25

CANNED GOODS.

ONTARIO AND QUEBEC PRICES 1914 PACK

VEGETABLES.

	Group A.
2's Asparagus tips	$ 2 62½
2's Asparagus butts	1 47½
2's Beans, crystal wax	1 05
2's Beans, golden wax, midget	1 25
2's Beans, golden wax	0 95
3's Beans, golden wax	1 32½
Gals., Beans, golden wax	3 77½
2's Beans, Lima	1 22½
2's Beans, red kidney	1 00
2's Beans, Refuge or Valentine green	0 95
3's Beans, Refuge (green)	1 32½
2's Beans, Refuge, midget	1 25
Gals., Beans, Refuge	3 77½

2's Beets, sliced, blood red, Simcoe	1 00
2's Beets, whole, blood red, Simcoe	1 00
2's Beets, whole, blood red, Rosebud	1 30
3's Beets, sliced, blood red, Simcoe	1 35
3's Beets, whole, blood red, Simcoe	1 40
3's Beets, whole, blood red, Rosebud	1 45
3's Cabbage	0 97½
Gals., Cahbage	2 77½
2's Carrots	0 97½
3's Carrots	1 27½
2's Cauliflower	1 37½
3's Cauliflower	1 77½
2's Corn	0 95
2's Corn, Fancy	1 05
Gals., Corn on Cob	4 52½
2'a Parsnips	0 97½
3's Parsnips	1 17½
2's Peas, standard, size 4	0 95
2's Peas, early Junes, size 3	0 97½
2's Peas, sweet wrinkles, size 2	1 00
2's Peas, extra fine sifted, size 1	1 40
Gals. Peas, standards	4 07½
Gals. Peas, Early Junes	4 17½
Gals. Peas, sweet wrinkles	4 32½
2½'s Sauer Kraut, Simcoe	0 92½
3's Sauer Kraut, Simcoe	0 97½
Gals, Sauer Kraut, Simcoe	2 77½
2's Spinach	1 15
3's Spinach	1 50
Gal. Spinach	4 55
3's Squash	0 97½
Gals. Squash	2 77½
2's Succotash	0 97½
2's Tomatoes	0 87½
2½'s Tomatoes	0 95
3's Tomatoes	1 00
Gals., Tomatoes	2 92½
3's Turnips	0 97½

FRUITS.

3's Apples, Standard	0 82½
3's Apples, Preserved	1 00
Gals. Apples, Standard	2 05
Gals. Apples, Preserved	3 00
2's Blueberries, standard	1 52
2's Blueberries, preserved	1 82½
Gals. Blueberries, std.	6 57½
2's Blk. cherries, pitted, H.S.	1 92½
2's Blk. cherries, not pitted, H.S.	1 52½
2's Red ptd. cherries, H.S.	1 92½
2'a Cherries, red, pitted, L.S.	1 45
2's not ptd., red cherries, H.S.	1 52½
Gals. ptd, red cherries	8 52½
Gals. not ptd. red cherries	8 02½
2's Cherries, white, ptd., H.S.	1 92½
2's Cherries, white, not ptd., H.S.	1 52½
2's Black currants, H.S.	1 47½
2's Preserved black currants	1 77½
Gals. black currants, st'd.	5 27½
Gals. black currants, solid pack	8 27½
2's Red currants, H.S.	1 47½
2's Red preserved currants	1 77½
Gals. red currants, standard	5 27½
Gals. red currants, solid pack	8 27½
2's Gooseberries, H.S.	1 47½
2's Gooseberries, preserved	1 77½
Gals. gooseberries, standard	7 02½
Gals. gooseberries, solid pack	8 77½
2's Grapes, white, Niagara, preserved	1 42½
Gals. Grapes, white, Niagara, standard	3 22½
2's Lawtonberries, heavy syrup	1 97½
2's Lawtonberries, L.S. (group B)	1 45
2's Lawtonberries, preserved	2 17½
Gals. Lawtonberries, std.	7 07½
2's Peaches, white, heavy syrup	1 77½
2½'s Peaches, white, heavy syrup	2 02½
3's Peaches, white, heavy syrup	2 12½
1½'s Peaches, yellow, flats, heavy syrup	....
2's Peaches, yellow, heavy syrup	1 77½
2½'s Peaches, yellow, heavy syrup	2 02½
3's Peaches, yellow, heavy syrup	2 12½
3's Peaches, yellow, whole, heavy syrup	....
3's Peaches, pie, not peeled	1 17½
3's Peaches, pie, peeled	1 62½
Gals. Peaches, pie, not peeled	3 02½
Gals. Peaches, pie, peeled	4 77½
Gals. pie fruits, assorted (add 5%)	....
2's Pears, Bartlett, heavy syrup	1 52½
2½'s Pears, Bartlett, heavy syrup	2 02½
3's Pears, Bartlett, heavy syrup	2 02½
2's Pears, Flemish Beauty, heavy syrup	1 52½
2½'s Pears, Flemish Beauty, heavy syrup	1 77½
3's Pears, Flemish Beauty, heavy syrup	2 02½
2's Pears, Keiffers, heavy syrup	1 27½
2½'s Pears, Keiffers, heavy syrup	1 52½
3's Pears, Keiffers, heavy syrup	1 77½
2's Pears, light syrup, Globe	1 12½
3's Pears, light syrup, Globe	1 42½
3's Pears, pie, not peeled	1 12½
3's Pears, pie, not peeled	1 42½
Gals. Pears, pie, peeled	3 77½
Gals. Pears, pie, not peeled	2 77½
Barrels, per cwt.	5 55
2's Pineapples, sliced, heavy ayrup	1 92½
2's Pineapples, shredded, heavy syrup	1 47½
2's Pineapple, whole, heavy syrup	1 92½
3's Pineapples, whole, heavy syrup	2 47½
2's Pineapples, sliced, Hygeian brand	2 00
2's Plums, Damson, light syrup	0 97½
3's Plums, Damson, light syrup	1 37½
2's Plums, Damson, heavy syrup	1 07½
3's Plums, Damson, heavy syrup	1 42½
Gals. Plums, Damson, standard	2 77½
2's Plums, Egg, heavy syrup	1 12½
2½'s Plums, Egg, heavy syrup	1 37½
3's Plums, Egg, heavy ayrup	1 47½
2's Plums, Green Gage, light syrup	1 00
2's Plums, Green Gage, heavy syrup	1 12½
3's Plums, Green Gage, light syrup	1 37½
3's Plums, Green Gage, heavy syrup	1 47½
Gals. Plums, Green Gage, standard	3 02½
2's Plums, Lombard, light syrup	0 97½
2½'s Plums, Lombard, light syrup	1 27½
3's Plums, Lombard, light syrup	1 37½
2's Plums, Lombard, heavy syrup	1 07½
2½'s Plums, Lombard, heavy syrup	1 27½
3's Plums, Lombard, heavy syrup	1 42½
Gals. Plums, Lombard, standard	2 77½
2's Raspberries, black, H.S.	1 97½
2's Raspberries, black, L.S. (group B)	1 45
2's Raspberries, black, preserved	2 17½
Gals. Raspberries, black, std.	7 07½
Gals. Raspberries, black, solid pack	9 32½
2's Raspberries, red, H.S.	1 97½
2's Raspberries, red, L.S. (group B)	1 45
2's Raspberries, red, preserved	2 17½
Gals. Raspberries, red, std.	7 32½
Gals. Raspberries, red, solid pack	9 32½
2's Rhubarb, preserved	1 87½
3's Rhubarb, preserved	2 32½
Gal. Rhubarb, standard	3 57½
2's Strawberries, H.S.	2 17½
2's S trawberries, preserved	2 32½
Gals. Strawberries, standard	7 57½
Gals. Strawberries, solid pack	9 82½

(Group B, 2½c dozen lower.)

Salmon—	
Sockeyes, talls, 1's, per doz.	2 47½
Sockeyes, talls, ½'s, per doz.	1 55
Sockeyes, flats, 1's, per doz.	2 52½
Pinks, 1's, per doz.	1 20
Pinks, ½s, per doz.	0 85
Cohoes, 1's, per doz.	1 65
Cohoes, ½'s, per doz.	0 95

TRADING CHECKS USED AS CHANGE.

(Continued from page 30.)

boots and shoes, etc. "Farmers are well off in this district," he said, "and they are buying good goods. That applies to every line we sell, and of course we have always encouraged them to buy the better class of article for the reason that it gives them better satisfaction and lasts longer. This educational campaign, together with the splendid financial situation in which they find themselves, unites to provide us with good business during these stirring times."

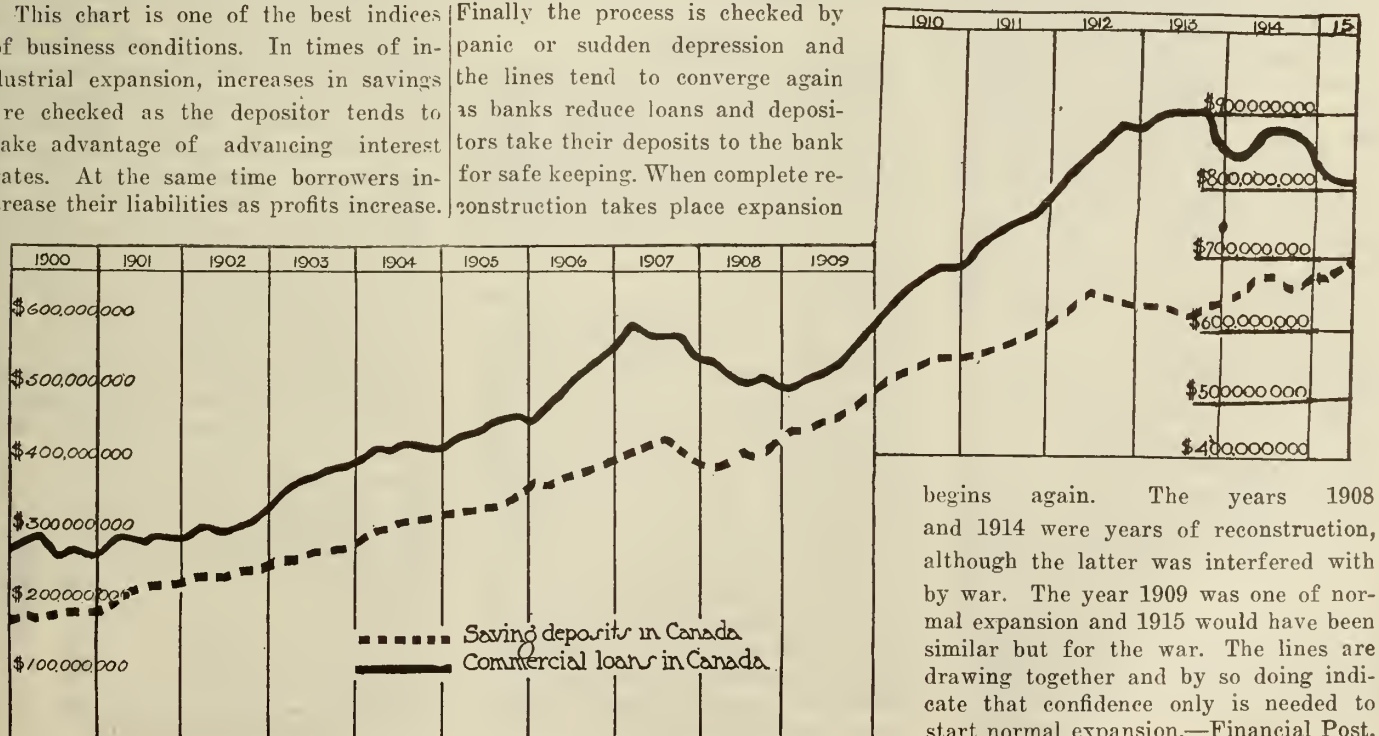
Mr. Kelly has doubled his hardware trade since he enlarged his store.

ADVERTISER WHO EXAGGERATES

The advertiser who exaggerates appeals only to that part of the public which may be classed as easy marks, and this class is not big enough to keep the salespeople very busy. It's better to advertise an article as worth a dollar and sell it at that price than it is to claim it is worth two dollars and sell it for one. Even a sucker will quickly spot the store that exaggerates in its advertising.

FIFTEEN YEARS' OF BUSINESS AS SHOWN BY SAVINGS AND LOANS

This chart is one of the best indices of business conditions. In times of industrial expansion, increases in savings are checked as the depositor tends to take advantage of advancing interest rates. At the same time borrowers increase their liabilities as profits increase. Finally the process is checked by panic or sudden depression and the lines tend to converge again as banks reduce loans and depositors take their deposits to the bank for safe keeping. When complete reconstruction takes place expansion begins again. The years 1908 and 1914 were years of reconstruction, although the latter was interfered with by war. The year 1909 was one of normal expansion and 1915 would have been similar but for the war. The lines are drawing together and by so doing indicate that confidence only is needed to start normal expansion.—Financial Post.



Strawberries Cheaper; Asparagus Lower

No Pint Boxes of Strawberries Left in Toronto—Quart Boxes Easier—Cabbage, Rhubarb and Cucumbers Lower—Celery, Apples and Navels Firmer—Good Trade in Most Lines—Root Vegetables Slow.

MONTREAL.

FRUIT.—Oranges remain high, but no further advance took place this week. The price—$3.75—looks about as high as they can go, as California late Valencias will be coming along soon. California navels are not being handled by all the wholesalers, as there is a danger of them going to waste now that the season is getting late. California sweets are being substituted for navels, sizes from 126 to 324, 3.75, and Sorrento sweets, 200-300, 3.25. Mexican this week are quoted at $3, which is considerable advance over last week's prices. Lemons remain about the same, at 3.25-3.50, which price would be affected by war between Italy and Austria. Strawberries are plentiful, and are selling considerably below 10c per pint—8-8½c is probably about the price. Pineapples are extremely low. Dealers stated that they could sell at 2.00, and make a profit on them. They are coming in too plentifully. The quality is good. Apples are getting scarce, and some of the lines we have been quoting right through the season will have to be withdrawn. Bananas continue high. Cocoanuts are down a little—4.00 per sack. An advance took place in grapefruit, which are now 4.00, all sizes.

Apples—		
Baldwins, No. 1, bbl.	....	5 00
Ben Davis, No. 1, bbl.	....	4 00
Spies, No. 1, bbl.	....	6 00
Starks, No. 1	....	6 00
Russets, No. 1, bbl.	....	5 50
No. 2 varieties, 50c to $1 less per barrel.		
Bananas, crate	2 50	2 75
Cocoanuts, sack	....	4 00
Grapefruits, case	....	4 00
Grapes, Belgium hothouse, lb.	1 00	1 25
Grapes, Belgium hothouse, lb.	1 00	1 25
Lemons—		
Messina, Verdelli, extra fancy, 300 size	....	3 50
Limes, box	....	1 50
Oranges—		
Cal., Sweet, 126-150-176-200-216-250-288-324	....	3 75
Sorrento, 200-300 size box	....	3 25
Mexican, 126-150-176	....	3 00
Pineapples, 18-24 and 30-36	2 00	2 25
Strawberries, per pint cup	....	0 08

VEGETABLES.—Asparagus is down this week. Dealers are asking 2.50 per doz. big bunches for stuff grown at Chateauguay, Que. There is a big demand for red onions, and yellow ones are arriving to take the place of Egyptians, which are high and of poor quality. Red onions are getting scarce, and are quoted at 2.25. Wax and green beans are down again, 4.50 being asked. Old cabbage is about done. New cabbage is offered 4.25-4.50. New potatoes remain too high for the average grocer; the price per bag is $7. Rhubarb dropped again this week.

Asparagus, Canadian, doz. bunches	....	2 50
Beets, new, doz.	....	1 00
Beets, bag	....	0 40
Beans, wax, basket	....	4 50
Beans, green, basket	....	4 50
Cabbage, red, per bbl.	....	1 50
Cabbage, new, bbl.	....	4 25
Carrots, bag	....	0 75
Carrots, new, doz.	....	1 00
Cauliflower, Florida-Cal., 2 doz.	....	5 50
Cucumbers, fancy, doz.	1 50	1 75
Celery, Florida	....	3 00
Horseradish, lb.	....	0 12½
Head lettuce, per box, 2 doz.	....	2 50
Curly lettuce, per box, 3 to 4 doz.	1 50	1 75
Mushrooms, 4 lbs., basket	....	2 50
Onions—		
Red, 100-lb. bags	2 00	2 25
Parsnips, bag	....	1 25
Parsley, Canadian, doz. bunches	....	0 35
Peppers, green, 3½-qt. basket	....	0 75
Potatoes—		
Montreal, bag	....	0 55
Green Mountain	....	0 65
New, bbl.	....	7 00
Potatoes, sweet, Jersey, hpr.	....	2 75
Radishes, doz.	....	0 35
Rhubarb, hothouse, doz.	0 25	0 35
Spinach, American, in bbls.	....	2 50
Turnips, bag	....	0 75
Tomatoes, Florida, crate	....	4 50
Watercress, American, doz.	....	0 90
Watercress, Canadian, doz.	0 25	0 50

TORONTO.

FRUIT.—There are only a few boxes of spies around, and we quote them at $1.75 to $2. They are firm at such figures and the top price is the likelier. Grapefruit is up some: this Florida stuff is proving to be in big demand, and there is a lot of it selling at $3 to $4, an advanced price. Mediterranean oranges are selling with navels and at same figure. There have not been a great lot of sweets in but what did arrive didn't hamper or relieve the navel selling any. A couple of cars of Valencias came in, but they were sold bodily to out-of-town buyers at around $3.50 . Lemons are firm at $3.25-$3.50. Limes are unchanged. Pineapples are 'way down and the drop has helped business. Quart boxes of strawberries are selling for 15 cents, which is a reduction on last week's prices. They are selling well; few or no pint boxes remain. General trade is quite good though orders, generally, are conservatively small. There is evidence of good buying for the holiday.

Apples—		
Spies	4 50	5 50
Spies, box	1 75	2 00
Bananas, per bunch	1 50	2 25
Cocoanuts, sack	4 00	4 25
Grapefruit	3 00	4 00
Oranges—		
California navels	3 00	4 00
Lemons, Messinas	3 25	3 50
Lemons, California	3 25	3 50
Limes, per 100	....	1 60
Pears—		
California, box	....	3 25
Pineapples, Porto Rico, case	2 50	3 00
Strawberries, qt. box	0 14	0 15

VEGETABLES. — Asparagus, case stuff, is off the market and domestic "grass" is worth $1 to $1.25. Wax beans have big sale at their reduced price. Green stuff moves well, too. New cabbage at around $3.25 or $3.50 a crate is getting the business. Crated cucumbers are more or less off the market. Hothouse stuff is worth $1.75 to $2., while at $3 to $3.25—a greatly reduced price—Florida stuff, which is here, good and plenty, has a big demand this week. Celery is slightly higher and firm at our quoted level. Florida potatoes are stiffer at $3 as a top price. Canadians and Delawares are rather dull though no one seems to know just why. Bermuda potatoes are worth $3.50. All onions are firm at ruling prices except Bermudas stuff which has dropped to $2 as high level. Tomatoes are a trifle easier: Florida stuff in these again is getting big business. Mushrooms are easy at anywhere from 60c to 75c. Boston lettuce is down nearly a dollar and the reduction has set business moving better. Root stuff, in the main, does not seem too fresh. Parsnips, turnips, carrots, beet and the like have only a fair demand and don't seem to have been helped by the cold snap that has butted into what should be the first warm month.

Asparagus, Canadian	1 00	1 25
Beets, Canadian, bag	0 30	0 40
Beets, American	....	0 75
Beans, green, hamper	2 25	3 00
Beans, wax, hamper	2 50	3 00
Cabbage, Canadian, dozen	0 50	0 75
Cabbage, new, crate	3 25	3 50
Carrots, bag	0 50	0 75
Carrots, American	....	0 75
Cucumbers—		
Slicing, hothouse, basket	1 75	2 00
Florida, hampers	3 00	3 25
Celery, Florida	2 25	3 25
Mushrooms, per lb.	0 60	0 75
Water cress, 11-qt. basket	0 50	1 00
Onions—		
Spanish, big crate	4 25	4 50

(Continued on page 45.)

Haddock and Cod More Plentiful

Ice All Cleared—Scarcity of Supplies Lessened—Trout a Good Seller — Periwinkles in Good Demand—Will Lobster Prices Firm Up?

MONTREAL.

FISH AND OYSTERS.—On account of having two fast days this week, and three more next, there is a certain amount of confidence in the trade, and large supplies are looked for, and a good demand. Western halibut continues to come in fairly well, while eastern is plentiful. Both varieties are selling comparatively low. A few fresh Gaspe salmon have arrived, the first of the season, and as usual, they sold at fancy prices—40-45c per lb. Western salmon has been rather scarce for the past two weeks, but a large consignment of Chinook is now in transit from Seattle for one of the largest dealers in Montreal, and is quoted to the trade at 18c—a rather high figure for this kind of fish at this time of the year. Haddock and codfish are more plentiful this week on account of the ice being cleared off the shores, and fishing operations resumed. Lobsters continue to come in freely, and prices are low, although about the same as a week ago. The market on canned lobster is firming up, and this will no doubt stiffen up price of live and bailed. The first fresh mackerel of the season is expected to reach this market in a very short time, to sell for 20-25c apiece. At present the few that are being disposed of here are being brought from across the border, and sell for 30-35c. Close season on dore ended on the 16th, and there should be some coming in in a few days, as it is customary to have a rush following the close season. Lake trout is very plentiful, and is selling lower—9-10c lb. River fish is very abundant, particularly perch, and trout, which have sold for as low as 1c per lb. during the past week. Because of the cool, showery weather, supplies of brook trout have dropped off considerably, prices remaining the same. Unfavorable weather is also blamed for quietness in bulk and shell oysters, crabs, scollops, etc.

TORONTO.

FISH AND OYSTERS. — Flounders are in, lots of them, and the price of 9 cents is reasonable. There is a big demand corresponding with the supply. Price is down two or three cents, but has about reached its level. Winkles are good business. Price is down a quarter and we quote $1.75. Demand is exceptionally heavy this week. All kinds of lake fish are well in the running and, as we suggested last week, levels are lower. There is a big demand for trout which is coming in freely now and sells for 10c. White fish has at last dropped two or three cents and the figure of 12c seems to be quite general. White fish divides the leadership with trout. Both are having a big consumer sale. Lake herrings are down a couple of cents at 8c. Sea fish has bucked up some this week. There was inclination to a shortage shown last week on account of unpropitious weather. This has disappeared, however, and haddock and cod at reduced levels find good business. Trade generally is brisk. Hotel trade has picked up quite a bit and approaching holiday is making a good public demand all round. Mackerel is not on the market yet though it shouldn't be long now.

SMOKED FISH.

	Montreal	Toronto
Haddies, per lb., new cured	.07½-.08	.08-.09
Haddies, 15-lb. and 30-lb. boxes, lb.	.07-.07½	.10-.12
Haddies, fillets, per lb.	.10	.12
Haddies, Niobe, boneless, per lb.	.08½	...
Herring, Ciscoe, per lb.	.10	.10
St. John bloaters, 100 in box	110	1.20
Yarmoutb bloaters, 60 in box	1.20	1.27
Smoked berrings, medium, box	.20	...
Smoked boncless berrings, 10-lb. box	1.10	...
Kippered herrings, selected, 60 in box	1.50	1.25-1.60
Smoked salmon, per lb.	.25	.23
Smoked halibut	...	.20

FROZEN FISH—SEA FISH.

	Montreal	Toronto
Salmon—		
Gaspe, large, per lb.	.15	.21
Red, steel heads, per lb.	.12	.12-.13
Red, sockeyes, per lb.	.12	.10
Red, Coboes or silvers, per lb.	.08-.08½	.10
Pale, qualla, dressed, per lb.	.07-.07½	.07½-.08
Halibut, white western, large and medium, per lb.	.08½-.09	.09
Halibut, eastern chicken, per lb.	.09-.09½	.10
Mackerel, bloater, per lb.	.07½-.08	.09
Haddock, medium and large, lb.	.03½-.04	.10-.12
Market codfisb, per lb.	.03½	.04
Steak codfisb, per lb.	.04-.04½	.10
Canadian soles, per lb.	.06	...
Blue fish, per lb.	.15-.16	...
Smelts	.09	.18-.20
Herrings, per 100 count	3 00	....
Round pike	.05-.5½	....
Grass pike	.06	.06½

DRIED AND PREPARED FISH.

Dried codfisb, medium and small, 100 lb.	7 00	7 50
Dried bake, medium and large, 100 lb.	6 00	....
Dried pollock, medium and large, 100 lb.	6 00	....
Dressed or skinless codfisb, 100-lb. case	7 25	8 00
Boneless codfisb, 2-lb. blocks, 20-lb. bxs., per lb.	0 08	0 08
Boneless codfisb, 2-lb. blocks, 20-lb. bxs., per lb.	0 07	0 07
Boneless codfish, strips, 20-lb. boxes	0 12	0 10
Shredded codfisb, 12-lb. boxes, 24 cartons, a box	1 80	1 80
Boneless codfish, in 2-lb. and 3-lb. boxes	0 15	0 15

BULK OYSTERS, CLAMS, ETC.

Standard, solid meats, gal.	1 70	1 75
Standard, bulk, gal.	1 40	1 40
Selects, per gal., solid meat	2 00	2 50
Best clams, imp. gallon	1 50	....
Best scollops, imp. gallon	2 00	2 25
Best prawns, imp. gallon	2 25	....
Best shrimps, imp. gallon	2 25	....
Sealed, best standards, qt. cans, each	0 40	....
Sealed, best select, quart cans, each	0 50	....

CLAMS, MUSSELS AND SHELL FISH, CRUSTACEANS, ETC.

Cape Cod sbell oysters, per bbl.	8 00	....
Canadian cultivated oysters, bbl.	9 00	10 00
Clams, per bbl.	6 00	8 00
Live lobsters, small, lb.	0 15	0 35
Live lobsters, medium and large, lb.	0 18	....
Live lobsters, medium and large	0 18	....
Winkles, bush.	3 00	1 75
Little necks, per 100	1 25	1 .0

FRESH SEA FISH.

	Montreal	Toronto
Halibut	11 —12	0 12
Haddock, fancy, express, lb.	5 — 6	7—8
Steak, cod, fancy express, lb.	6½—7	7—9
Herrings, Gaspereaux	2	....
Flounders	6	0 09
Salmon, Western	0 20	0 25
Salmon, Eastern	0 45	....

FRESH LAKE FISH.

Carp, lb.	0 06	....
Pike, lb.	0 07	0 10
Brook Trout	0 25	0 28
Perch, lb.	0 06	0 .0
Suckers, lb.	0 05	0 07
Whitefish, lb.	0 12	0 15
Herrings, lb.	0 04	0 06
Lake trout, lb.	0 11	0 10
Dressed bullheads	0 10	....

FROZEN—LAKE AND RIVER.

Wbite fisb, large, per lb.	.08½-.09	.09
Wbite fisb, small tullbees, per lb.	.05½-.06	.07
Lake trout, large and medium, lb.	.09	.12
Dore, dress or round, lb.	.08	.09-.10
Pike, dressed and beadless, lb.	.06-.06½	.07
Pike, round, per lb.	.06½-.06	.06-.07

PICKLED FISH.

Salmon, Labrador, tierces, 300 lb.	20 00	....
Salmon, Labrador, bbls., 200 lbs.	14 00	....
Salmon, Labrador, balf bbls., 100 lbs.	7 50	....
Salmon, B.C., bbls.	13 00	14 00
Sea trout, Baffin's Bay, bbls., 200 lb.	12 00	....
Sea trout, Labrador, bbls., 200 lb.	12 00	....
Sea trout, Labrador, balf bbls., 200 lb.	6 50	6 50
Mackerel, N.S., bbls., 200 lb.	12 00	....
Mackerel, N.S., balf bbls., 100 lb.	7 00	....
Mackerel, N.S., pails, 20 lbs.	1 75	2 00
Herrings, Labrador, bbls.	6 00	6 25
Herrings, Labrador, balf bbls.	3 25	3 25
Lake trout, 100-lb. kegs	6 00	6 00
Quebec sardines, bbls.	6 00	....
Quebec sardines, balf bbls.	3 50	....
Tongues and sounds, per lb.	0 07½	....
Scotch berrings, imported, balf bbls.	6 00	....
Holland herrings, imp'ted milkers, bf bbls	8 00	....
Holland herrings, imp'ted milkers, kegs.	0 95	0 75-1 00
Holland herrings, mixed, half bbls.	7 00	....
Holland herrings, mixed, kegs	0 85	0 70-0 95
Lochfyne herrings, box	1 35	....
Turbot, bbl.	14 00	....
Green cod, No. 1, bbl.	10 00	10 00
Green cod, No. 2, bbl.	8 50	8 50

WINNIPEG.

FISH.—Higher prices for fresh meats are causing consumers to look closer into fish and fish prices. That fresh salmon and halibut is about half the price of beefsteak, and no waste, is a fact worth buyers' consideration. Prices are steady. Oysters are off, also certain lake fish.

Fisb—		
Fresb wbitefisb		0 08
Fresb pickerel		0 07½
Fresb trout		0 12
Halibut		0 09
Salmon		0 16
Fresb cod		0 10
Haddies		0 09
Haddies, fillets		0 12½
Bloaters, box		1 50
Kippers, per box		1 75

Butter to Be Lower; Hog Products Firming

Cheese Market Shows Exceptionally Firm Tone—This Applies to New and Old Cheese Alike —New Laids a Cent Easier—Storing Going On Apace—Lard Prices Up in Montreal—Butter Easier and Will be Easier Still.

MONTREAL.

PROVISIONS.—Pure lard is higher, and quotations have been advanced further ¼c per lb., so that tierces are now quoted at 12¾c per lb. At this time of year, it is usual for trade in smoked and cured meats to improve, and trade is good. The market on hogs is firm, but the advance last week was only slight.

Hams—		
Small, per lb.		0 18
Medium, per lb.		0 17½
Large, per lb.		0 16
Backs—		
Plain, bone in		0 21
Boneless		0 24
Peameal		0 24
Bacon—		
Breakfast, per lb.		0 20
Roll		0 16
Shoulders, bone in		0 14
Shoulders, boneless		0 15
Cooked Meats—		
Hams, boiled, per lb.		0 26
Hams, roast, per lb.		0 28
Shoulders, boiled		0 25
Shoulders, roasted		0 26
Dry Salt Meats—		
Long clear bacon, 60-70 lbs.		0 15½
Long clear bacon, 80-100 lbs.		0 14½
Flanks, bone in, not smoked		0 15½
Barrelled Pork—	**Per bbl.**	
Heavy short cut mess		26 00
Heavy short cut clear		26 00
Clear fat backs		29 00
Clear pork		27 00
Lard, Pure—		
Tierces, 350 lbs. net		0 12¾
Tubs, 50 lbs., net		0 13½
Boxes, 50 lbs., net		13
Pails, wood, 20 lbs., gross		0 13¼
Pails, tin, 20 lbs. gross		0 13¼
Cases, 10 lbs., tins, 60 in case		0 13½
Cases, 3 and 5-lb. tins, 60 in case		0 14¾
Bricks, 1 lb. each		0 15¼
Lard, Compound—		
Tierces, 375 lbs., net	0 09¾	0 10
Tubs, 50 lbs., net		0 10½
Boxes, 50 lbs., net		0 10¾
Pails, wood, 20 lbs., net		0 10¾
Pails, tin, 20 lbs., gross		0 10¾
Cases, 10-lb. tins, 60 in case		0 11½
Cases, 3 and 5-lb. tins, 60 in case		0 11¾
Bricks, 1 lb., each		0 12½
Hogs—		
Dressed, abattoir killed	13 00	13 50

BUTTER.—Receipts last week were 9,035 packages, which shows an increase over the previous week of 1900. It will be two or three weeks yet before there will be sufficient accumulation of butter to bring the market down, but the pastures are in such good shape, the decline is bound to come. Some idea of the high prices prevailing can be gauged from the fact that new butter is selling on the boards to-day at 31¼c, whereas a year ago it sold for 22½c. Our quotations this week are not materially different to those of week ago.

Butter—	
Finest creamery	0 32
Dairy prints	0 27
Dairy, solids	0 25
Separator prints	0 25
Bakers'	0 23

CHEESE.—There has been considerable increase in receipts, which amounted this week to 35,616. Still the price of cheese is higher than it was last week. Another record price has been reached, quotations for both new and old make having reached 20c. The reason for this is that the market was entirely cleaned up this spring, and everything offering is being bought up at once. It is one of the important rations for soldiers, and the demand is big for that alone. The market is fifty per cent. higher than a year ago, but everyone is agreed that lower prices are bound to come in a week or so.

Cheese—	
Old make	0 20
New make	0 20
Old specials, per lb.	0 21
Stilton	0 21

EGGS.—The receipts for the week were 20,822, which is 3,000 less than for the preceding week. Last year on the same date, the receipts were 19,209. Thus it is seen that the receipts are up, and the market is considerably easier as far as buying is concerned. The selling market is unchanged. There is considerable export inquiry for eggs, but the best price obtainable is 11 shillings, c.i.f., which is the price being paid for Irish and Russian new laids. This price is too low to permit of business from this side.

Eggs, case lots—	
Stamped	0 24
Selects	0 23
No. 1's	0 22

POULTRY.—On account of there being two Jewish holidays this week — Wednesday and Thursday — prices on live fowl are away up again. For large and small the price is the same—20-21c. The price for dressed, 5 lbs. and over, is 16-18c, and 15c per lb. for small. No live chickens will be offering until next month. Dressed milk fed chickens are offered 20-25c. Live ducks are worth 24c, but few are offering. Live geese at 10-15c are also scarce. Dressed geese are bringing 13-15c, according to size. Green ducks from New York, 3 lb. apiece, ten days old, are offered at 25c per lb. The demand is small. There is only a little call for pigeons. Live squabs are worth 50c live and 60c dead.

Fresh Stock—	**Live.**	**Dressed.**
Fowl, 5 lbs. and over	20—21	16—18
Fowl, small	20—21	14—16
Spring chicken		23—25
Turkeys, fancy		20—25
Ducks	22—24	16—18
Geese	10—13	13—15
Pigeons, pair		30—35
Squab pigeons, pair	50	60

TORONTO.

PROVISIONS.—Lard prices are unchanged this week though the market is firm. Hams, which are getting a fair volume of business, are all up half a cent. Backs are all a cent higher. All smoked meats seem to be in good demand. Cooked meats are slow. Pork is firm and high, and all products share in strong tone.

Hams—		
Light, per lb.	0 18	0 18½
Medium, per lb.	0 17½	0 18
Large, per lb.	0 15	0 15½
Backs—		
Plain, per lb.	0 21	0 22
Boneless, per lb.	0 24	0 25
Pea meal, per lb.	0 25	0 25
Bacon—		
Breakfast, per lb.	0 18	0 22
Roll, per lb.	0 14	0 15
Shoulders, per lb.	0 13½	0 14½
Pickled meats—1c less than smoked.		
Dry Salt Meats—		
Long clear bacon, light	0 13½	0 14
Cooked Meats—		
Hams, boiled, per lb.	0 23	0 24
Hams, roast, per lb.	0 24	0 25
Shoulders, boiled, per lb.	0 21	0 22
Shoulders, roast, per lb.	0 21	0 22
Barrelled Pork—		
Heavy mess pork, per bbl.	25 00	26 00
Short cut, per bbl.	26 00	27 00
Lard, Pure—		
Tierces, 400 lbs., per lb.	0 11¾	0 12¼
Tubs, 60 lbs.	0 13	0 14
Pails	0 13¼	0 13¾
Tins, 3 and 5 lbs., per lb.	0 14	0 14¼
Bricks, 1 lb., per lb.	0 14¼	0 14¾
Lard, Compound—		
Tierces, 400 lbs., per lb.	0 09	0 09½
Tubs, 50 lbs., per lb.	0 09¾	0 10
Pails, 20 lbs., per lb.	0 10	0 10¼
Hogs—		
F.O.B., live, per cwt.		7 45
Live, fed and watered, per cwt.		7 75
Dressed, per cwt.	10 00	10 50

BUTTER. — Creamery prints are quoted at 32 to 33 cents. Butter is coming in a good deal more freely, and from glances at the pastures it would appear that the make would about double after the 24th. The grass is in good shape, and the traditional opening with many farmers is May 24th. If make lives up to such a prediction it will have a material effect in lowering prices. There is a good demand which is equalled, as the days go by, by a better and better supply.

You are Paying for a Refrigerator by not having one

Loss in sales and deteriorated, unsaleable stock represent a goodly sum of money that is daily leaving your coffers. In one season alone this loss amounts to more than the price of the most practical and efficient system of refrigeration — THE EUREKA.

Thousands of Butchers and Grocers testify to its perfect refrigeration and saving merits. 28 years of experience and an absolute guarantee for satisfactory service stands back of every EUREKA.

Write for catalog or call at our Show Room.

Eureka Refrigerator Company
31 Brock Ave. Limited **TORONTO**

Don't Buy "An Electric Coffee Mill"

Buy a COLES GUARANTEED ELECTRIC MILL

There's a tremendous difference — as great as there is between an unsigned check and a signed one.

When the name COLES is on your mill you're certain it's "right."

Have you a copy of Catalogue 913C?

26 models of electric machines. Makers of Hand Coffee Mills for twenty-five years.

COLES MANUFACTURING CO.
1615 North 23rd St. **PHILA., PA.**

Agents: Chase & Sanborn, Montreal; The Codville Co., Winnipeg; Todhunter, Mitchell & Co., Toronto; James Turner & Co., Hamilton, Ontario; Kelly, Douglas & Co., Vancouver, B.C.; L. T. Mewburn & Co., Calgary, Alta.

Canadian Wheat the World's Best

The finest wheat in the world is grown in Canada. This wheat is perfectly adapted to the manufacture of alimentary pastes.

L'ETOILE
(Star)
and
Hirondelle
(Swallow)

brands of macaroni and vermicelli

MADE-IN-CANADA

from the finest of the world's best wheat.

This, coupled with the fact that we have the most up-to-date plant and equipment, is the reason of high standard of quality maintained by these brands.

Order from your wholesaler.

C. H. Catelli, Limited
MONTREAL

AGENTS

Tees & Persse, Limited, Winnipeg
C. C. Mann, Toronto

Better Demand for Flour

Many Buyers Are Short-Stocked—High Prices Must Therefore Be Accepted—Wheat Levels Keep Up—Little Activity in Cereals, Though Barley is in Fair Demand—Mill Feed Quiet.

MONTREAL.

FLOUR.—Orders for a few car lots came forward this week, indicating that stocks are being reduced, and advices are to the effect that other buyers will be in the market in the course of the next two weeks or so. On the whole, however, the market has a quiet tone following a drop in wheat market last week. This easiness in the wheat market is having a decided effect in holding back business, which continues only on a hand to mouth basis. There are no changes in quotations either for spring or winter wheat flour. Dealers can get all the winter wheat flour they want to supply the present small demand. Big Manitoba millers are holding firm.

Manitoba Wheat Flour—	Per bbl. of 2 bags
First patents	8 20
Second patents	7 70
Strong bakers	7 50

Flour in cotton sacks, 10 cents per barrel more.

Winter Wheat Flour—	Car lots.	Small lots.
Fancy patents	7 55	7 75
90 per cent., in wood	7 00	7 25
90 per cent., in bags	3 00	3 25

CEREALS.—A better feeling is observed in market for rolled oats, very little buying took place last month, dealers endeavoring to get their stocks as low as possible. This year they are buying, especially in the country. But the buying is not heavy, being mostly in small quantities. The price is about the same as has been quoted for several weeks past.

Cornmeal—	Per 98-lb. sack	
Gold dust	2 50	2 55
Unbolted	....	2 25
Rolled Oats—	90's in jute.	
Small lots	3 45	....
25 bags or more	3 40	....
Packages, case	....	4 75

Rolled oats in cotton sacks, 5 cents more.

Oatmeal—fine, standard and granulated, 10 per cent. over rolled oats in 90s, in jute.

Rolled Wheat—	100-lb. bbls.
Small lots	3 90
Hominy, per 98-lb. sack	2 75
Corn flour, bag	3 05
Rye flour, bag	3 00 3 30
Barley, pot	2 70 2 75

FEEDS.—Enquiries have been received from United States buyers for round lots of bran for prompt and future shipment. Prices bid were too low, and no business resulted. Prices remain the same. Demand is only hand to mouth.

Mill Feeds—	Per ton
Bran	25 00
Shorts	28 00
Middlings	30 00
Wheat moulee	38 00
Feed flour, bag	2 85
Mixed chops, ton	41 00
Crushed oats, ton	43 00
Barley, pot, 98 lbs.	2 85
Oats, chop, ton	43 00
Barley chop, ton	37 00
Feed oats, cleaned, Manitoba, bush.	0 76
Feed wheat, bag	2 35

TORONTO.

FLOUR.—Domestic business continues comparatively slight though the volume is better than a couple of months ago. Many buyers have come into the market because the lowness of their stocks compelled it and spring wheat flour has had some trade in consequence. But buying is generally hand to mouth at that and some would-be purchasers, hoping for lower prices, still allow their buying to hang fire. In winter wheat flour the market is generally firmer. Export business is fairly good, however, and there is generally visible a tendency on the part of buyers on the other side to accept our limits. The Imperial Government is still in the market.

The advance in wheat prices, has firmed up flour prices, and lower levels are certainly not to be expected. The wheat market, beyond its usual quota of vagaries, is consistently high as well as firm and millers say that flour prices are still some 25 to 30 cents below market levels: so that if buyers are short-stocked it would appear to be little use holding off for much more advantageous levels. The trend of flour is, if anything, upwards.

Manitoba Wheat Flour—	Small lots. per bbl.	Car lots. per bbl.
First patents	8 20	8 00
Second patents	7 70	7 50
Strong bakers	7 60	7 40

Flour in cotton sacks, 10c per bbl. more.

Winter Wheat Flour—	Small lots. per bbl.	Car lots. per bbl.
Fancy patents	7 40	7 20
90 per cent.	7 20	7 00
Straight roller	7 00	6 80
Blended flour	7 00	7 00

CEREALS.—All lines remain more or less dull. There has been some spasmodic buying of rolled oats and we hear of some good export business in this line. Domestic trade is very quiet. There is a fairly firm tone to barley, both pearl and pot, though business is nothing to shout about. Whole wheat flour is in average demand. Split peas are firm and there is some business moving in them.

Barley, pearl, 98 lbs.	....	5 00
Buckwheat grits, 98 lbs.	4 25	4 50
Corn flour, 98 lbs.	3 00	3 20
Cornmeal, yellow, 98 lbs.	2 25	2 40
Graham flour, 98 lbs.	3 70	3 80
Hominy, granulated, 98 lbs.	....	3 00
Hominy, pearl, 98 lbs.	....	3 00
Oatmeal, standard, 98 lbs.	....	3 92½
Oatmeal, granulated, 98 lbs.	....	3 92½
Peas, Canadian, boiling, bush.	2 80	2 90
Peas, split, 98 lbs.	....	5 25
Rolled oats, 90-lb. bags	3 35	3 65
Rolled wheat, 100-lb. bbl.	3 85	4 00
Rye flour, 98 lbs.	3 10	3 25
Whole wheat flour, 98 lbs.	3 75	3 80
Wheatlets, 98 lbs.	4 00	4 15

MILL FEEDS.—The cold snap has cut little ice—for grass continues to grow space and is in good shape. This is meaning a lessened demand, though bran shows some strength this week. Export of feed flour is going on to some extent. General business is dull, however. Apparently buyers are not scared any by the unseasonable weather.

Mill Feeds—	Mixed cars,	per ton
Bran	26 00	27 00
Shorts	28 00	29 00
Middlings	30 00	32 00
Wheat moulee	....	30 00
Feed flour, per bag	1 85	1 90
Oats—		
No. 3, Ontario, outside points	0 55	0 61
No. 3, C.W., bay ports	....	0 67

WINNIPEG.

FLOUR.—There is a much improved export demand for flour, and the big mills have put through important sales. The domestic outlook shows no improvement. It is a hand-to-mouth business. Millers are not pressing sales, fearing a drop in wheat on crop prospects.

Manitoba Wheat Flour—	Per bbl.
Best patents	7 90
Second patents	7 60
Low grades	5 60
Rolled oats, 80's	3 50
Standard oatmeal, 96 lbs.	6 15
Cornmeal, 98's	3 50

SERVICE DEPARTMENT.

(Continued from page 28.)

the company is only responsible to the extent of the share of the absconding or defaulting stockholder.

Many lawyers urge in case of partnership that there be embodied in the agreement a stipulation that neither partner should be candidate for a municipal office, or an active political partisan without the consent of the other; also that neither partner should indorse paper for others, or become bail for any other person, without consent of the firm; or to engage in any other business that would require investment.

NEW AIR CRAFT?

Bread, Buns and Rolls are always light and fluffy when made with our

RAINBOW FLOUR

QUALITY—THEN PRICE **THAT'S TILLSON'S**

Write us for quotations on all grades of Ontario and Manitoba Flours, Cereals and

QUALITY OATS in bulk

Tillson's "Scotch" Fine Cut Oatmeal and
Tillson's "Scotch" Health Bran *Still Lead*

CANADIAN CEREAL & FLOUR MILLS, LIMITED, TORONTO

Mr. Grocer:—

Do You Appeal to Quality Trade, Trade that Demands Quality and is willing to pay for it?

One way of letting people know that you carry a quality stock is by stocking

Wrapped
ALOAFA BREAD
NEAL'S

The Double Loaf
10c. SIZE

It's the Wise Housekeeper's buy, because it's wrapped and sealed in waxed wrappers which keeps the freshness and flavor sealed in and the dust and other impurities sealed out.

It's the Wise Grocer's buy, because it always pleases the customer and never grows old on your hands.

Many grocers in Ontario have found it to be the most satisfactory bread to stock and easy to sell once you have introduced it to your trade.

Send in your order to-day to the nearest one of our factories.

Neal Baking Co., Limited
31 to 37 Salter Ave. WINDSOR, ONT.

Harry J. Neal
Davis and Christina Sts. SARNIA, ONT.

Neal London Bread Co.
LIMITED
2 to 10 Carlton Ave. LONDON, ONT.

QUOTATIONS FOR PROPRIETARY ARTICLES

SPACE IN THIS DEPARTMENT IS $56 PER INCH PER YEAR

BAKING POWDER.

WHITE SWAN SPICES AND CEREALS, LTD.

	Per doz.
5c Tins, 4 doz. to case, weight 10 lbs.	$0 40
4 oz. Tins, 4 doz. to case, weight 20 lbs.	65
6 oz. Tins, 4 doz. to case, weight 25 lbs.	90
8 oz. Tins, 4 doz. to case, weight 35 lbs.	1 30
12 oz. Tins, 4 doz. to case, weight 48 lbs.	1 60
16 oz. Tins, 4 doz. to case, weight 70 lbs.	2 25
3 lb. Tins, 2 doz. to case, weight 85 lbs.	5 00
5 lb. Tins, 1 doz. to case, weight 80 lbs.	9 50

COOK'S FRIEND BAKING POWDER.

W. D. McLaren, Limited.

In Cartons—	Per doz.
No. 1 (25c size), 4 doz. cs.	$ 2 25
No. 1 (25c size), 2 doz. cs.	2 30
No. 10 (20c size), 4 doz. cs.	1 80
No. 10 (20c size), 2 doz. cs.	1 85
No. 8 (15c size), 4 doz. cs.	1 30
No. 2 (10c size), 6 doz. cs.	0 80
No. 2 (10c size), 3 doz. cs.	0 85
No. 3 (5c size), 4 doz. cs.	0 45

Also in tins. Prices on application.

ROYAL BAKING POWDER.

Size	Less than 10 case lots Per doz.	Bbl. lots or 10 cases and over Per doz.
Dime	$ .95	$ .90
4-oz.	1.40	1.35
6-oz.	1.95	1.90
8-oz.	2.55	2.50
12-oz.	3.85	3.75
16-oz.	4.90	4.80
2½-lb.	11.60	11.35
3-lb.	13.60	13.35
5-lb.	22.35	21.90

Barrels—when packed in barrels one per cent. discount will be allowed.

FOREST CITY BAKING POWDER.

6-oz. tins	$0 75
12-oz. tins	1 25
16-oz. tins	1 75

BLUE.

Keen's Oxford, per lb. ...$0 17
In 10-lb. lots or case 0 16

COUPON BOOKS — ALLISON'S.

For sale in Canada by The Eby-Blain Co., Ltd., Toronto; C. O. Beauchemin & Fils, Montreal, $2, $3, $5, $10, $15 and $20. All same price, one size or assorted.

UN-NUMBERED.

100 books and over, each 0 03½
500 books to 1,000 books 0 03

For numbering cover and each coupon, extra per book, ½ cent.

CEREALS.

WHITE SWAN	Per case
Biscuit Flour (Self-rising), 2 doz. to case, weigbt 70 lbs.	$3 00
Buckwheat Flour (Self-rising), 3 doz. to case, weigbt 70 lbs.	3 00
Pancake Flour (Self-rising), 3 doz. to case, weigbt 70 lbs.	3 00
Breakfast Food, 2 doz. to case, weight 85 lbs.	4 50
King's Food, 2 doz. to case, weigbt 95 lbs.	5 50
Wheat Kernels, 2 doz. to case, weigbt 65 lbs.	3 75
Barley Crisps, 3 doz. to case, weight 50 lbs.	3 00
Flaked Rice, 3 doz. to case, weight 50 lbs.	3 00
Flaked Peas, 3 doz. to case, weight 50 lbs.	3 60

DOMINION CANNERS, LIMITED.

Aylmer Pure Jams, 16 oz. Jars.

	Per doz.
Strawberry, 1914 pack	$2 20
Raspberry, red, heavy syrup	2 10
Black Currant	2 10
Red Currant	2 10
Peaches	2 10
Pear, Bart.	2 10

Aylmer Pure Jellies.

Red Currant	2 10
Black Currant	2 10
Crabapple	1 45
Raspberry and red currant	2 10
Raspberry and gooseberry	2 10
Plum jam	1 85
Green Gage plum stoneless	1 85
Gooseberry	1 85
Grape	1 85

Aylmer Marmalade

Orange Jelly	1 60
Lemon	1 60
Pineapple	1 90
Ginger	2 25

Aylmer Pure Preserves—Bulk

	5 lbs.	7 lbs.
Strawberry	0 72	1 00
Black currant	0 65	0 85
Raspberry	0 65	0 85

Aylmer 14's and 30's per lb.

Strawberry	0 14
Raspberry	0 14

COCOA AND CHOCOLATE.

THE COWAN CO., LTD.

Cocoa—	
Perfection, 1-lb. tins, doz.	4 50
Perfection, ½-lb. tins, doz.	2 40
Perfection, ¼-lb. tins, doz.	1 25
Perfection, 10c size, doz.	0 90
Perfection, 5-lb. tins, per lb.	0 35
Soluble bulk, No. 1, lb.	0 20
Soluble bulk, No. 2, lb.	0 18
London Pearl, per lb.	0 22

Special quotations for Cocoa in barrels, kegs, etc.

(Unsweetened Chocolate).

Supreme chocolate, ½'s, 12-lb. boxes, per lb.	0 35
Perfection chocolate, 20c size, 2 doz. in box, doz.	1 80
Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz.	0 90
Sweet Chocolate—	Per lb.
Queen's Dessert, ¼'s and ½'s, 12-lb. boxes	0 40
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, ¼-lb., 6 and 12-lb. boxes	0 35

This Is The Package Your Customers Are Asking For

We have been spending, and are now spending, thousands of dollars on the bill boards, in the magazines, in the dailies, in the weeklies, and in big color pages, telling the housewife of the merits of

O-Cedar Polish

(Made-in-Canada)

We have convinced Canadian women that for cleaning and polishing furniture, woodwork, pianos, automobiles, etc., it has no equal. They are using it all the time. Why don't you get this trade in your locality?

Your Jobber Has It.

Channell Chemical Co., Limited
369 Sorauren Ave., Toronto

All Canada is Aglow with the Made-in-Canada Fever

How is it Affecting You?

This idea is gathering momentum daily and the grocer who makes the best of it is the one who will win out with a full cash drawer and a growing business.

The five Made-in-Canada lines here shown represent the leaders in their respective fields—Condensed Milk and Coffee. Their value as sales-producers and repeat business-getters is thoroughly established in the trade. Don't be content to stock them, but get them in the limelight by displaying and pushing them as Canada's original products.

We deliver 5-case lots to any point in Ontario, Quebec and Maritime Provinces, prepaying freight up to 50c per 100 lbs.

Note these prices:

St. George Brand Coffee, 2 doz. in case	$4.80
St. George Evaporated Milk, 4 doz. in case	3.60
Banner Condensed Milk, 4 doz. in case	5.25
Princess Condensed Milk, 4 doz. in case	4.50
Premier Skimmed, 4 doz. in case	

ORDER NOW.

The Malcolm Condensing Co., Limited, St. George, Ont.

The Joke of the "Newly Weds"

Yes, it's the same old story; they're married and hubby now has indigestion trying to please wifey by eating her cooking.

It's no joke, Mr. Grocer

You should take the Newly Weds seriously, remembering that you were perhaps in the same boat once yourself. Show the inexperienced girl how to make good with her baking.

Show her why she should use WHITE SWAN YEAST in breadmaking to ensure uniformly perfect results.

(Every ounce of White Swan Yeast comes from stock that has not only been analyzed by expert chemists, but that has been subjected to the practical test of having bread baked with it under actual bake shop conditions.)

Make friends with the Newly Weds, hold the trade of the home and professional bakers of your town by selling only *White Swan Yeast*—the Yeast that's guaranteed pure and uniformly good.

Note expiry date on face of label for your protection. We stand the loss on stale goods.

Price per case 3 dozen 5c pkgs., $1.20.

A coupon in every case worth 10c., or you can save 10 coupons and get 1 case free.

White Swan Yeast is packed for the baker in 12½ lb. cartons, at 10 cents a pound. On shipments of 50 lbs. or more we pay freight.

White Swan Spices and Cereals, Ltd.
Toronto, Ont.

Diamond, 8's, 6 and 12-lb. boxes	0 29
Diamond, 6's and 7's, 6 and 12-lb. boxes	0 26
Diamond, ¼'s, 6 and 12-lb. boxes	0 27
Icings for Cake—	
Chocolate, white, pink, lemon, orange, maple, almond, cocoanut, cream, in ½-lb. packages, 2 doz. in box, per doz.	1 00
Chocolate Confections	Per lb.
Maple buds, 5-lb. boxes	0 37
Milk medallions, 5-lb. boxes	0 37
Chocolate wafers, No. 1, 5-lb. boxes	0 31
Chocolate wafers, No. 2, 5-lb. boxes	0 26
Nonparell wafers, No. 1, 5-lb. boxes	0 31
Nonparell wafers, No. 2, 5-lb. boxes	0 26
Chocolate ginger, 5-lb. boxes	0 31
Milk chocolate wafers, 5-lb. boxes	0 37
Coffee drops, 5-lb. boxes	0 37
Lunch bars, 5-lb. boxes	0 37
Milk chocolate, 5c bundles, 3 doz. in box, per box	1 36
Royal Milk Chocolate, 5c cakes, 2 doz. in box, per box	0 85
Nut milk chocolate, ½'s, 6-lb. boxes, lb.	0 37
Nut milk chocolate, ¼'s, 6-lb. boxes, lb.	0 37
Nut milk chocolate, 5c bars, 24 bars, per box	0 85
Almond nut bars, 24 bars, per box	0 85

JOHN P. MOTT & CO.'S.

Miss N. Estabrook, St. John, N. B.; J. A. Taylor, Montreal; P. O.; F. M. Hannum, Ottawa, Ont.; Jos. E. Huxley & Co., Winnipeg, Man.; Tees & Persse, Calgary, Alta.; Russell, Johnson, Edmonton; D. M. Doherty & Co., Vancouver and Victoria.

Elite, 10c size (for cooking) doz.	0 90
Mott's breakfast cocoa, 2-doz. 10c size, per doz.	0 85
Nut milk bars, 2 dozen in box	0 80
Breakfast cocoa, ¼'s and ½'s	0 36
No. 1 chocolate	0 30
Navy chocolate, ½'s	0 26
Vanilla sticks, per gr.	1 00
Diamond chocolate, ½'s'	0 24
Plain choice chocolate liquors	20 30
Sweet chocolate coatings	0 20

CONDENSED AND EVAPORATED MILK.

BORDEN MILK CO., LTD.

East of Fort William, Ont.

Preserved	Per case
Eagle Brand, each, 4 doz.	$6 25
Reindeer Brand, each, 4 doz.	6 25
Silver Cow Brand, each 4 doz.	5 75
Gold Seal Brand, each, 4 doz.	5 60
Mayflower Brand, each 4 doz.	5 60
Purity Brand, each 4 doz.	5 60
Challenge Brand, each 4 doz.	4 85
Clover Brand, each 4 doz.	4 85
Evaporated (Unsweetened)—	
St. Charles Brand, small, each 4 doz.	2 00
Peerless Brand, small, each 4 doz.	2 00
St. Charles Brand, Family, each 4 doz.	3 90
Peerless Brand, Family, each 4 doz.	3 90
Jersey Brand, Family, each, 4 doz.	3 90
St. Charles Brand, tall, each 4 doz.	4 50
Peerless Brand, tall, each, 4 doz.	4 50
Jersey Brand, tall, each, 4 doz.	4 50
St. Charles Brand, Hotel, each, 2 doz.	4 25
Peerless Brand, Hotel, each, 2 doz.	4 25
Jersey Brand, Hotel, each, 2 doz.	4 25
St. Charles Brand, gallons, each, ½ doz.	4 75
"Reindeer" Coffee and Milk, "large," each, 2 doz.	4 80
"Reindeer" Coffee and Milk, "small," each, 4 doz.	5 50
"Regal" Coffee and Milk, each, 2 doz.	4 50
"Reindeer" Cocoa and Milk, each, 2 doz.	4 80

COFFEE.

WHITE SWAN SPICES AND CEREALS, LTD.

WHITE SWAN.

1 lb. tins, 4 doz. to case, weight 80 lbs.	36
1 lb. tins, 2 doz. to case, weight 35 lbs.	

Add one-half cent per pound to the above.

ENGLISH BREAKFAST COFFEE.

½ lb. tins, 2 doz. to case, weight 22 lbs.	22
1 lb. tins, 2 doz. to case, weight 40 lbs.	20

MOJA.

½ lb. tins, 2 doz. to case, weight 22 lbs.	32
1 lb., tins, 2 doz. to case, weight 40 lbs.	30
2 lb. tins, 1 doz. to case, weight 40 lbs.	30

PRESENTATION COFFEE.

A Handsome Tumbler in Each Tin.

1 lb. tins, 2 doz. to case, per lb.	27

Shipping weight, 50 lbs. per case.

MINTO BROS.

MELAGAMA COFFEE.

	Whol.	Ret'l.
1s, 1½s, Grd.	25	30
1s, 1½s, B. & G.	32	40
1s only, B. & G.	35	45
1s, ½s, B. & G.	38	50

Packed in 30 and 50-lb. cases. Terms net 30 days prepaid.

MINTO COFFEE (Bulk).

M. Bean or Gr.	38
I Bean or Gr.	35
N Bean or Gr.	32
T Bean or Gr.	30
O Bean or Gr.	28
Spec. Grd. Compound	25

Packed in 25 and 50-lb. tins.

FLAVORING EXTRACTS.

WHITE SWAN FLAVORING EXTRACTS—ALL FLAVORS.

1 oz. bottles, per doz., weight 3 lbs.	$ 1 05
2 oz. bottles, per doz., weight 4 lbs.	2 00
2½ oz. bottles, per doz., weight 6 lbs.	2 30
4 oz. bottles, per doz., weight 7 lbs.	3 50
8 oz. bottles, per doz., weight 14 lbs.	6 50
16 oz. bottles, per doz., weight 23 lbs.	12 00
32 oz. bottles, per doz., weight 40 lbs.	22 00
Bulk, per gallon, weight 16 lbs.	10 00

CRESCENT MFG. CO.

CRESCENT MAPLEINE.

Special Delivered Price for Canada.

	Per doz.
1½-oz. (4 doz. case), weight 9 lbs., retail each 15c.	$ 1 40
1 oz. (4 doz. case), weight 14 lbs., retail each 30c.	2 55
2 oz. (3 doz. case), weight 15 lbs., retail each 50c.	4 40
4 oz. (2 doz. case), weight 17 lbs., retail each 90c.	7 00
8 oz. (1 doz. case), weight 17 lbs., retail each $1.50.	13 00
Pint (1 doz. case), weight 29 lbs., retail each $3.	25 00
Quart (1 doz. case), weight 53 lbs., retail each $5.50.	47 75
Gallons, each, retail each $20	17 15

GELATINE.

Knox Plain Sparkling Gelatine (2-qt. size), per doz.	1 80
Knox Acidulated Gelatine (Lemon flavor), (2-qt. size), per doz.	1 30
Cox's Instant Powdered Gelatine (1-qt. size), per doz.	1 10

Continental Grocery Bags

Let the fame of the name be your guide in buying.
REPUTATION is not always "a bubble"—sometimes it is a very beneficial thing—
As witness the reputation (DOMINION WIDE), of the

Continental Grocery Bags

Here are bags whose PRESENT PERFECTION is the cumulative result of constant effort and perfect methods in manufacture. Let this well-won fame decide your choice of Bags, and you will "close the avenue of future regrets."

The Continental Bag & Paper Co., Limited

Manufacturers **Ottawa**

Branches: MONTREAL and TORONTO
Agencies throughout Canada

Strawberries

now coming from Delaware and Virginia. We are large Direct Importers. Always have the goods and right price.

Florida Cucumbers

now arriving in Car Lots.

Pineapples, Tomatoes, Etc.
Late Valencia Oranges.

WHITE & CO.

Wholesale Fruits and Fish
TORONTO
Branch at Hamilton.

PURITY FLOUR

More Bread and Better Bread

TYPICAL COMPANY ELEVATOR

PURITY FLOUR Talk No. 8

To the Proprietor and his Assistants

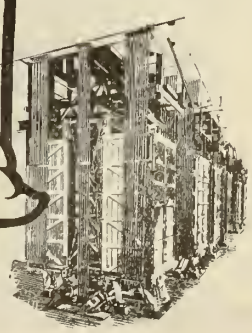
THE OVEN TEST

PURITY FLOUR is oven-tested for the housewife at the MILL. The grain buyers send small samples of wheat from different points in the West to our chief chemist, who grinds these samples separately in an experimental mill. This mill includes cleaners and grinding rolls in MINIATURE.

The flour thus obtained is baked into bread. If the bread is of high standard—real PURITY FLOUR bread—we keep the wheat. If not, we either refuse it or sell it.

Only the BEST WHEAT goes into PURITY FLOUR. The oven test protects the housewife against uncertainty. Why not sell PURITY—the oven-tested flour? It is guaranteed.

THE SIFTERS



Main Offices: Winnipeg, Toronto, Victoria

8

WESTERN CANADA FLOUR MILLS CO., LTD.
MILLERS TO THE PEOPLE

"Made in Canada"

Brooms of Quality

to introduce our

CANADA LINE

Please note the following

Special Prices

Sample Order Solicited

Fine Polished Colored Handles

No. 1 CANADA, 5 stg. - - $4.50
" 2 " 4 " - - 4.00
" 3 " 4 " - - 3.75

6-doz. Lots and up delivered (Ontario)

Walter Woods & Co.
HAMILTON

LIKE FLOUR OR SUGAR

You have a speedy selling staple in

Parowax

Housewives demand it because they know it has no equal for sealing preserves. When they think of sealing they think of Parowax.

Parowax is also largely used in the wash boiler, loosening dirt and grease quickly, without hand rubbing.

We are advertising Parowax in magazines and newspapers throughout Canada this year. Be ready for your customers when they ask for it.

Put up in ¼-lb. cakes, 4 cakes in a carton, 20, 40 and 100 cartons to a case.

MADE IN CANADA

THE IMPERIAL OIL COMPANY
Limited
BRANCHES IN ALL CITIES

BOAR'S HEAD LARD COMPOUND.

N. K. FAIRBANK CO., LTD.

Tierces	0 10¼
Tubs, 60 lbs.	0 10½
Pails, 20 lbs.	0 10¾
Tins, 20 lbs.	0 10¼
Cases, 3 lbs., 20 to case	0 11¼
Cases, 5 lbs., 12 to case	0 11½
Cases, 10 lbs., 6 to case	0 11

F.O.B. Montreal.

MUSTARD.

COLMAN'S OR KEEN'S.

	Per doz. tins
D. S. F., ¼-lb.	$ 1 50
D. S. F., ½-lb.	2 68
D. S. F., 1-lb.	5 36
F. D., ¼-lb.	0 95
F. D., ½-lb.	1 63
	Per jar
Durham, 4-lb. jar	0 87
Durham, 1-lb. jar	0 28

JELLY POWDERS.

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan, 15 flavors, 1 doz. in handsome counter carton, per doz. ..... $ 0 90

List Price.

SOAP AND WASHING POWDERS.

SNAP HAND CLEANER.

3 dozen to box	3 60
6 dozen to box	7 20

30 days.

RICHARDS' PURE SOAP.

Richards' Quick Naptha Soap.

Packed 100 bars to case.

5-case lots (delivered), $4.15 each with 20 bars of Quick Naptha as a free premium.

FELS NAPTHA.

Prices—Ontario and Quebec:

Less than 5 cases	$ 5 90
Five cases or more	4 95

WHITE SWAN LYE.

Single cases, 4 doz.	$ 3 50
5 case lots, 4 doz.	3 55

Shipping weight 50 lbs. per case.

THE CANADA STARCH CO., LTD., EDWARDSBURG BRANDS and BRANTFORD BRANDS.

Laundry Starches— Boxes.	Cents.
40 lbs., Canada Laundry	.06¼
40 lbs., boxes Canada white gloss, 1 lb. pkg.	.06¾
48 lbs. No. 1 white or blue, 4 lb. cartons	.07¼
48 lbs. No. 1 white or blue, 3 lb. cartons	.07¼
100 lbs., kegs, No. 1 white	.06¾
200 lbs., bbls., No. 1 white	.06¾
30 lbs., Edwardsburg silver gloss, 1 lb. cbrome pkgs.	.07¾
48 lbs. silver gloss, in 6-lb. tin canisters	.08¼
36 lbs., silver gloss 6-lb. draw lid boxes	.08¼
100 lbs., kegs, silver gloss, large crystals	.07¼
28 lbs., Benson's Satin, 1-lb. cartons, chrome label	.07½
40 lbs., Benson's Enamel (cold water), per case	3 00
20 lbs., Benson's Enamel (cold water), per case	1 50
Celluloid—boxes containing 45 cartons, per case	3 60

Culinary Starch.

40 lbs. W. T. Benson & Co.'s prepared corn	.07¾
40 lbs. Canada pure corn starch	.06½

(120-lb. boxes ¼c higher.)

Casco Potato Flour, 20-lb. boxes, per lb.	10

BRANTFORD STARCH.

Ontario and Quebec.

Laundry Starches—

Canada Laundry—

Boxes about 40 lbs.	06

Acme Gloss Starch—

1-lb. cartons, boxes of 40 lbs.	.06¾

First Quality White Laundry—

3-lb. canisters, cs. of 48 lbs.	.07¼
Barrels, 200 lbs.	.06¾
Kegs, 100 lbs.	.06¾

Lily White Gloss—

1-lb. fancy carton cases 30 lbs.	.07¾
8 in case	.08
6-lb. toy trunks, lock and key, 6-lb. toy drum, with drumsticks, 8 in case	.08¼
Kegs, extra large crystals, 100 lbs.	.07¼

Canadian Electric Starch—

Boxes, containing 40 fancy pkgs., per case	3 00

Celluloid Starches—

Boxes containing 45 cartons, per case	3 60

Culinary Starches—

Challenge Prepared Corn—

1-lb. pkts., boxes of 40 lbs.	.06½

Brantford Prepared Corn—

1-lb. pkts. boxes of 40 lbs.	.07¾

"Crystal Maize" Corn Starch—

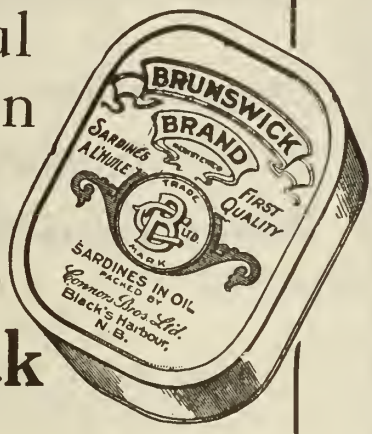
1-lb. pkts., boxes of 40 lbs.	.07¾

(20-lb. boxes ¼c higher than 40's)

OCEAN MILLS, MONTREAL.

Chinese starch, 16 oz. pack., 4 doz. per case, $4; Ocean Corn Starch, 16 oz., pack., 4 doz. per case, $3.60; King Corn Starch, 16 oz. pack., 4 doz. per case, $3.12; Ocean Blanc Mange, all flavors, 8 oz. pack., 4 doz. per case, $4; Ocean Borax, 8 oz. pack., 4 doz. per case, $1.80; Ocean Baking Soda, 8-oz. package, 120 packages, per case, $3; Ocean Baking Soda, 16 oz. pack., 60 pack. per case, $3; Ocean Baking Powder, 1 lb. pack., 3 doz. per case, $6.75; Ocean Baking Powder, 8 oz. pack., 5 doz. per case, $6.50; Ocean Baking Powder, 4 oz. pack., 4 doz. per case, $3; Ocean Baking Powder, 3 oz. pack., 4 doz. per case, $1.60; Ocean Baking Powder, 5 lb. tin, 10 tins per case, $7.50; Chinese Washing Powder, 8 oz., 120 pack. per case, $4.25; retail at 5c per doz., 45c; Ocean Extracts, all flavors, 2 oz., 6 doz. per case, $6; Ocean Mustard (French Mustard, quart size, 2 doz. per case, $4.80; Ocean Mustard (French Mustard), pint size, 2 doz. per case, $4; Ocean Liquid Blue, pint bottles, 2 doz. per case, $1.80; Petrolatum, 2 oz. jars, 12 doz. per case, $5.40; Petrolatum, 5 oz. jars, 6 doz. per case, $5.40; Ocean Cough Syrup, 8 oz. bottle, 3 doz., per case, $7.20.

It's knowledge that directs the successful Grocer in stocking up with



Brunswick

Brand

Sea Foods

— a knowledge born of experience that it only pays to handle canned fish that have "made good."

You will always be on the safe side if you sell "Brunswick Brand" because it is the Quality Brand.

Only the most carefully selected fish, caught in famous Passamaquoddy Bay, are used in the packing of Brunswick Brand. Our plant at the water's edge is operated under the most ideal conditions.

Why not get in line to-day and get your share of the good profits that are being made on these trade-winning lines?

CONNORS BROS.

Limited

Black's Harbor, N.B,

COW BRAND BAKING SODA

In boxes only.

Packed as follows:

5c packages (96)	$ 3 20
1 lb. packages (60)	3 20
½ lb. packages (120)	3 40
1 lb. 30 ½ lb. 60 Packages, Mixed	3 30

SYRUP.

THE CANADA STARCH CO., LTD., CROWN BRAND CORN SYRUP.

2-lb. tins, 2 doz. in case	$2 65
5-lb. tins, 1 doz. in case	3 00
10-lb. tins, ½ doz. in case	2 90
20-lb. tins, ¼ doz. in case	2 85
Barrels, 700 lbs.	3¾
Half barrels, 350 lbs.	4
Quarter barrels, 175 lbs.	4¼
Pails, 38½ lbs.	1 95
Pails, 25 lbs. each	1 40

LILY WHITE CORN SYRUP.

2-lb. tins, 2 doz. in case	3 00
5-lb. tins, 1 doz. in case	3 35
10-lb. tins, ½ doz. in case	3 25
20-lb. tins, ¼ doz. in case	3 20

(5, 10 and 20-lb. tins have wire handles.)

ST. LAWRENCE SUGAR REFG. CO.

Crystal Diamond Brand Cane Syrup.

2-lb. tins, 2 doz. in case	$2 65
Barrels	0 03¾
½ barrels	0 04

CANNED HADDIES, "THISTLE" BRAND.

A. P. TIPPET & CO., Agents.

Cases, 4 doz., each, flats, per case	$5 40
Cases, 4 doz. each, ovals, per case	5 40

INFANTS' FOOD.

Robinson's patent barley, ½ lb. tins, $1.25; 1-lb. tins, $2.25; Robinson's patent groats, ½-lb. tins, $1.25; 1-lb. tins, $2.25.

BEAVER BRAND CORN AND MAPLE SYRUP.

Quart tins (wine measure), 2 doz. in case, per case	4 70

MOLASSES.

THE DOMINION MOLASSES COMPANY, LTD.

Gingerbread Brand.

2s, Tins, 2 doz. to case.

Quebec, per case	$1 85
Ontario, per case	1 90
Manitoba, per case	2 30
Saskatchewan, per case	2 60
Alberta, per case	2 70

DOMOLCO BRAND.

2s, Tins, 2 doz. to case.

Quebec and Ontario, per case	2 95
Manitoba, per case	3 40
Saskatchewan, per case	3 65
Alberta, per case	3 75
British Columbia, per case.	2 40
British Columbia, per case.	3 56

SAUCES.

PATERSON'S WORCESTER SAUCE.

½-pint bottles, 3 and 6 doz. cases, doz.	0 90
Pint bottles, 3 doz. cases, doz.	1 75

H. P.

	Per doz.
H. P. Sauce— Cases of 3 dozen	1 90
H. P. Pickles— Cases of 2 doz. pints	3 25
Cases of 3 doz., ¼ pints	2 20

STOVE POLISH.

JAMES DOME BLACK LEAD.

2a size, gross	2 50
6a size, gross	2 40

NUGGET POLISHES.

	Doz.
Polish, Black and Tan	0 85
Metal Outfits, Black and Tan	3 65
Card Outfits, Black and Tan	3 25
Creams and White Cleanser	1 10

TEAS.

THE SALADA TEA CO.

East of Winnipeg.

	Wholesale.	R't'l.
Brown Label, 1s and ½s	.33	.40
Blue Label, 1s, ½s, ¼s, and ⅛s	.40	.50
Red Label, 1s and ½s.	.46	.60
Gold Label, ½s	.54	.70

ORANGE MARMALADE.

"BANNER BRAND" PURE FRUIT PRODUCTS.

JAMS AND JELLIES.

2's	$ 2 15
4's	0 35
5's	0 42
7's	0 60
30's, wood	0 08
12-oz. glass jar	1 15
Tumbler, glass	0 95

MARMALADE.

2's, per doz.	$ 2 30
4's, per pail	0 40
5's, per pail	0 45
7's, per pail	0 65
30's, wood, lb.	0 08¾
12-oz. glass jar, doz.	1 20
Tumbler, glass, doz.	1 00

Prices subject to change without notice.

MINTO BROS., Limited, Toronto.

We pack in 60 and 100-lb. cases All delivered prices.

MELAGAMA TEA.

	Whol.	Ret.
Red Label, 1s or ½s	0 29	0 35
Green Label, 1s, ½s, ¼s	0 32	0 40
Blue Label, 1s, ½s, ¼s	0 37	0 50
Yellow Label, 1s, ½s, ¼s	0 42	0 60
Purple Label, ¼s only	0 55	0 80
Gold Label, ¼s only.	0 70	1 00

MINTO TEA.

	Whol.	Ret.
Green Bag	0 29	0 35
Red Bag	0 32	0 40
Yellow Bag	0 37	0 50
Purple Bag	0 42	0 60

YEAST.

White Swan Yeast Cakes, per case, 3 doz. 5c pks.	1 20

IMPERIAL TOBACCO CO. OF CANADA, LIMITED, EMPIRE BRANCH.

Black Watch, 8s, butts 9 lbs., boxes 6 lbs.	$0 60
Bobs, 6s and 12s, 12 and 6 lbs.	0 40
Currency Bars, 12s, ½ butts, 12 lbs., boxes 6 lbs.	0 46
Currency, 6s, ½ butts, 9 lbs.	0 46
Stag Bars, 6½s, butts, 11 lbs., boxes 5½ lbs.	0 48
Walnut Bars, 8½s, boxes 7 lbs.	0 64
Pay Roll, thick bars, 8½s, 6 lb. boxes	0 68
Pay Roll, thin bars, 8½s, 5 lb. boxes	0 68
Pay Roll, plug, 8½s, 12 and 7 lb. caddies	0 68
Shamrock, plug, 7½s, ½ butts, 12 lbs., boxes 6 lbs.	0 57
Empire, 7s and 14s, caddies 15 lbs., ¼ caddies, 6 lbs.	0 56
Great West, pouches, 9s	0 72
Forest and Stream, tins, 11s, 2 lb. cartons	0 89

UPTON'S CLOVER HONEY

Have you seen our new package?

Write us for price list.

The T. Upton Co., Limited

ST. CATHARINES

Factories at Hamilton and St. Catharines

Arriving This Week

FRESH CARS

Fancy Havana Pines
18s, 24s, 30s.

Fancy Southern Strawberries

Fancy Jamaica Bananas

Fancy Tomatoes
Peters Pack. Very Fine Quality.

Also

1 Car Fancy Texas Onions.
White Wax and Yellow.

Best Goods at Lowest Possible Prices.

THE HOUSE OF QUALITY

Hugh Walker & Son

GUELPH and NORTH BAY

Fruit Display Stand or Silent Salesman

'You will find this stand in the best grocery and fruit stores. Be up-to-date. It is only a matter of time until you have one. Get it now. It will pay for the outlay, in sales, in short order. It's not a passing fancy, it's a silent salesman of a high order, of great beauty and convenience.

Write for full particulars.

METAL CRAFT COMPANY
GRIMSBY, ONT.

An increase of over 40 per cent.

on last year's Spring business is a tribute to the growing popularity of

RONUK

the English Wax Polish and Cleanser for Floors, Furniture and Linoleum.

This is because

—the goods are right and necessary in every house

—our steady advertising campaign keeps them moving.

Why not come in on this new business?

We can honestly invite you to take up a line, which we guarantee will not be "dead stock."

Ask your jobber, or write us for particulars of Special Introductory Deal, Samples and Price List.

RONUK LIMITED, 53 Yonge St., Toronto
Factory—Portslade, England

What the Demand for KNOX GELATINE Means to You

¶ The steady demand for KNOX GELATINE means a steady stream of sales and good profits for you. Most women prefer KNOX GELATINE because of its Quality, Purity, Big Moneysworth and the Ease of Preparation; many buy the No. 3 Acidulated package because of the extra envelope of Lemon Flavor it contains.

¶ We are constantly advertising in women's magazines of large circulation and publishing easy recipes by means of which delicious desserts, puddings, candies, etc., may be prepared from KNOX GELATINE.

¶ It will pay you to "Make Knox Your Gelatine Leader"—to keep it on display at all times and secure the sales we are sending to you.

CHARLES B. KNOX COMPANY - - - Johnstown, N.Y.

Branch Factory:—Montreal, Canada

Are You Interested

In Buying a Business?
In Selling a Business?
In Engaging a Clerk?
In Securing a Position?
In Securing a Partner?
In Disposing of Second-hand Fixtures?

Then you should use
Canadian Grocer's Classified Ad. Columns.

It should find for you among the progressive Grocers of Canada at least one individual who is on the lookout for just such a proposition that you have to offer.

CANADIAN GROCER reaches the retailer, the wholesaler, the manufacturer, the clerk and the traveller, just the men to whom you wish to sell or from whom you would buy.

No Other Paper Reaches All These Men.

RATES:
(payable in advance)

2c per word, first insertion.
1c per word, subsequent insertions.
5c extra per insertion when replies are to be addressed c|o Canadian Grocer.

Canadian Grocer
143-153 University Ave., Toronto

Daily arrivals of fine, fresh, frozen

Lake Trout and Herring

also Pickled Herring. Just the thing for deliciously appetizing and economical meals. Big margin for the dealer.

¶ Only few hundred barrels Georgian Bay Apples left. Rush your order through —NOW.

Lemon Bros.
Owen Sound, Ont.

The Best Pack of
California Valencias

AURORA

A 1

MARS

Now on the market. Ask your Wholesale.

J. J. McCabe
AGENT
Toronto

Buyers' Guide

WRITE TO
10 Garfield Chambers, Belfast, Ireland,
for Sample Copy of the
Irish Grocer, Drug, Provision and General Trades' Journal
If you are interested in Irish trade.

We are buyers of evaporated and farmers' dried apples. Prices and tags on application.
O. E. Robinson & Co.
Ingersoll Ontario

SUCHARD'S COCOA
The Highest Quality
Most Reasonably Priced
"Quality" Cocoa
On Sale Anywhere.
FRANK L. BENEDICT & CO.
Agents Montreal

EGG FILLERS
Our capacity is three times the total Filler requirements of Canada.
PROMPT DELIVERIES
by us are therefore certain.
THE TRENT MFG. CO., LTD.
TRENTON, ONTARIO, CANADA

Write us for New Price List of
WINDSOR SALT
TORONTO SALT WORKS
TORONTO, ONT. GEO. J. CLIFF, Manager

ST. MARC COFFEE
Gives all users entire satisfaction.
AUGUSTIN COMTE & CO., LTD.
725 Notre Dame E. Montreal

Grocery Advertising
By Wm. Borsodi
It contains suggestions for special sales, bargain sales, cash sales, etc.; ideas for catch lines or window cards, and many hints for the preparation of live advertising copy. A collection of short talks, advertising ideas and selling phrases used by the most successful grocery advertisers.
PRICE, $2.00.
ALL ORDERS PAYABLE IN ADVANCE
MacLean Publishing Co.
143-153 University Ave., Toronto

TANGLEFOOT
The Non-Poisonous Fly Destroyer
Destroys Billions of Flies every year—vastly more than all other means combined. Absolutely Sanitary.

When writing advertisers kindly mention having seen the advertisement in this paper.

More than five million families annually testify to their superiority.

For twenty years the standard of clean, wholesome, natural, sun-cured, seedless raisins.

May be purchased from any wholesale grocer in Canada.

Canadian Agents:
Nicholson & Bain,
Winnipeg, Edmonton, Saskatoon, Regina.
Eugene Moore,
Toronto.
Universal Importing Company,
Montreal.

11 x 22 six-color display card mailed on application.

Always sold in this package.
AMERICAN VINEYARD COMPANY, Growers and Packers

CLASSIFIED ADVERTISING

Advertisements under this heading, 2c per word for first insertion, 1c for each subsequent insertion.

Where replies come to our care to be forwarded, five cents must be added to cost to cover postage, etc.

Contractions count as one word, but five figures (as $1,000) are allowed as one word.

Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

FOR SALE

FOR SALE—A GROCERY, FLOUR AND feed business in a good town. Corner store. Stock and fixtures $3,500. A bargain. Apply to Box 88, Canadian Grocer, Toronto. 52015

FOR SALE—GENERAL STORE SITUATED 21 miles west of London. Turnover $15,000.00. Stock $5,500.00. Good opening for energetic man. Will sell or lease store. Proprietor wishes to retire. Write to Box 87, Canadian Grocer, Toronto, Ont. 61115

WANTED

AGENCIES WANTED FOR STAPLE ARticles for first-class man with connection in the Ottawa Valley. Write Box 90, Canadian Grocer, Toronto.

GROCERY MAN, FIFTEEN YEARS' EXperience, open for position June 1st. Write Box 89, Canadian Grocer, Toronto.

WANTED—SITUATION IN GROCERY STORE as branch manager or assistant. Thoroughly experienced. Office work, tea-taster. Box 86, Canadian Grocer, Toronto. (0)

WANTED—AN EXPERIENCED CLERK FOR General store. One who can speak English and French preferable. First-class references required. Apply Box 113, Comber, Ont.

WANTED—WHAT ARE YOU WANTING? A clerk, a business, a salesman, a partner? An outlay at the rate of two cents a word will make your wants known throughout the Dominion to just the men who can satisfy you. See our rates above and send along your ad. to-day.

WANTED—A SITUATION AS MANAGER OR clerk in grocery and provision store, town or country. I am a first class window and shop dresser, bookkeeper, ticket writer and can command good business at soliciting. Salary moderate, good references. Box 91, Canadian Grocer, Toronto.

TRAVELLER, HAVING GOOD CONNECTION with grocery, feed and confectionery trade in Halifax and district, and able to furnish first-class references, will be pleased to hear from any manufacturer desiring representation in the territory mentioned. Address Traveller, Canadian Grocer. (43015)

MISCELLANEOUS

ACCURATE COST-KEEPING IS EASY IF you have a Dey Cost Keeper. It automatically records actual time spent on each operation down to a decimal fraction of an hour. Several operations of jobs can be recorded on one Limited. Office and factory, 29 Alice Street, an excellent combination — employees' time card. For small firms we recommend this as register and cost keeper. Whether you employ a few or hundreds of hands, we can supply you with a machine suited to your requirements. Write for catalogue. International Time Recording Company of Canada, Toronto.

EVERY MERCHANT WHO SEEKS MAXImum efficiency should ask himself whether a Gipe-Hazard Cash Carrier, as a time and labor saver, is not worth more than the high-priced labor which it liberates. Are you willing to learn more about our carriers? If so, send for our new catalogue J. Gipe-Hazard Store Service Co., Limited, 97 Ontario St., Toronto.

BUCKWHEAT FLOUR GUARANTEED pure and unsurpassed by any mill in the province. T. H. Squire, Queensboro, Ont., solicits your orders.

WAREHOUSE AND FACTORY HEATING systems. Taylor-Forbes Company, Limited. Supplied by the trade throughout Canada. (tf)

THE NATIONAL CASH REGISTER COMpany guarantee to sell a better register for less money than any other house on earth. We can prove it. Make us. The National Cash Register Co., 285 Yonge St., Toronto.

WANTED—ENERGETIC MAN TO SECURE subscriptions and renewals to MacLean's Magazine and The Farmer's Magazine. Good income guaranteed to capable person. Apply by letter, stating qualifications, to The MacLean Publishing Company, Limited, 143-153 University Ave., Toronto, Canada.

A SEED DEPARTMENT

will add to your profits

Kelway Langport England

grow and sell

SEEDS OF ALL KINDS

for Traders

Write to the actual wholesale growers for rock-bottom prices and illustrated catalogue.

Buy well ahead to secure LOWEST PRICES.

WRITE TO-DAY

A want ad. in this paper will bring replies from all parts of Canada.

Coffee, Its History, Classification and Description

By Joseph M. Walsh

This is the most exhaustive, interesting and instructive book ever published on Coffee. It is attractively written and richly illustrated, and should be read by all who deal in or use Coffee. The contents include,

Cultivation and Preparation.
Commercial Classification and Description.
Adulteration and Detection.
Art of Blending, Preparing, etc.

This work, written by one of the greatest authorities in the world upon the subjects of Tea and Coffee, will be mailed to you postpaid on receipt of

$2.00

IT WILL PAY YOU TO SEND AT ONCE.

MacLean Publishing Co.

Technical Book Department

143-153 University Avenue, Toronto

We Call on Your Customers

Through the Magazines and tell them how good and useful is

MAPLEINE

The last word in flavors

Order from

Frederick E. Robson & Co., 25 Front St. E., Toronto, Ont.

Mason & Hickey 287 Stanley St., Winnipeg, Man.

CRESCENT MFG. CO. SEATTLE, WASH.

OAKEY'S KNIFE WELLINGTON POLISH

JOHN OAKEY & SONS, LIMITED, LONDON . ENGLAND.

AGENTS

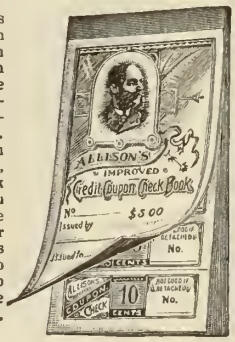
Geo. B. Jenkinson, 43 Queen St. East, Toronto, and J. E. Huxley & Co., 220 McDermed St., Winnipeg

ALLISON COUPON BOOKS

Minimize the Risk of Loss on Credit Accounts and bring in the money quicker—two mighty good arguments. Installing the Allison Coupon Book System in a store that has credit gives the same result as adding more capital to the business—and Allison Coupon Books cost almost nothing.

HOW THEY WORK:

When a man wants credit, give him an Allison Coupon Book, and have him sign form at the front, which becomes then his promissory note to you. As he buys, you tear out coupons, and when his book is exhausted you can collect his note or extend credit for another book, as you deem wise. No pass hooks, no charging, no time wasted, no errors, no disputes.



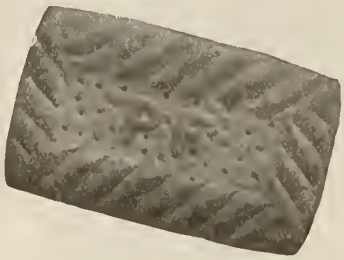
For sale by the jobbing trade everywhere.

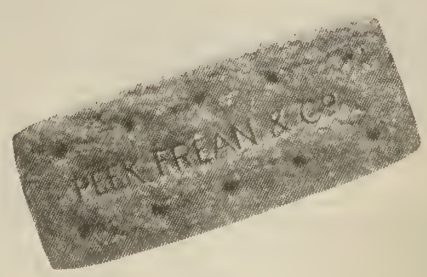
Manufactured by

ALLISON COUPON COMPANY

Indianapolis, Indiana, U.S.A.

Peek Frean Successes





P.F. Shortcake—

Over 325,000,000 sold the first year introduced. Their taste-tempting crispness captivates the most critical, and makes steady friends. You couldn't push a more popular line.

Panama—

One of the newest novelties—just out. Already taking hold with marked success. Representative of the efforts Peek Frean's are continually putting forth in the production of entirely original and taking creations.

Bourbon—

A chocolate sandwich with the delightfully rich and pleasing flavor that won the enthusiasm of the Canadian trade. The first bite decides how well the sales go.

Only three—but enough to prove the wisdom of pushing the Peek Frean Lines. Get them on display prominently in your store.

PEEK FREAN & CO., LIMITED, Biscuit Makers, London, Eng.

AGENTS: BRITISH COLUMBIA—The W. H. Malkin Co., Ltd., Vancouver; ALBERTA, MANITOBA, SASKATCHEWAN—Ruttan, Alderson & Lound, Fort Garry Court, Winnipeg; ONTARIO—The Harry Horne Co., 309-311 King St. W., Toronto; OTTAWA AND EASTERN CANADA—Frank L. Benedict & Co., Read Building, Montreal.

Stock Up To-day

Popularizing Your Product

If your product is one that you take a pride in—one that you want the public to buy and continue buying—

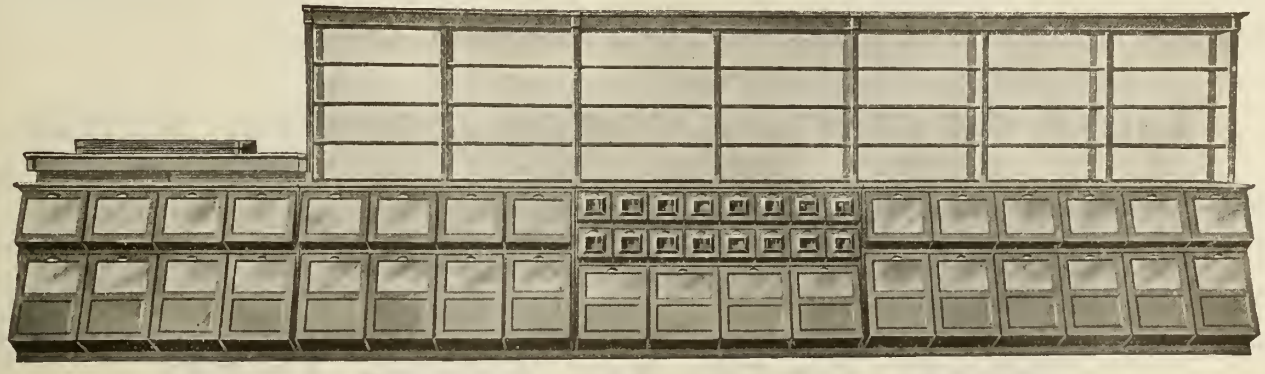
Put it in a good container; one that will attract and not indifferently interest the consumer. If this rule is observed, the first step has been taken toward advertising and popularizing your product. Let the container help you.

We shall consider it a favor to discuss your package needs, both as to design and character, with a cost to meet conditions.

AMERICAN CAN COMPANY

MONTREAL HAMILTON TORONTO

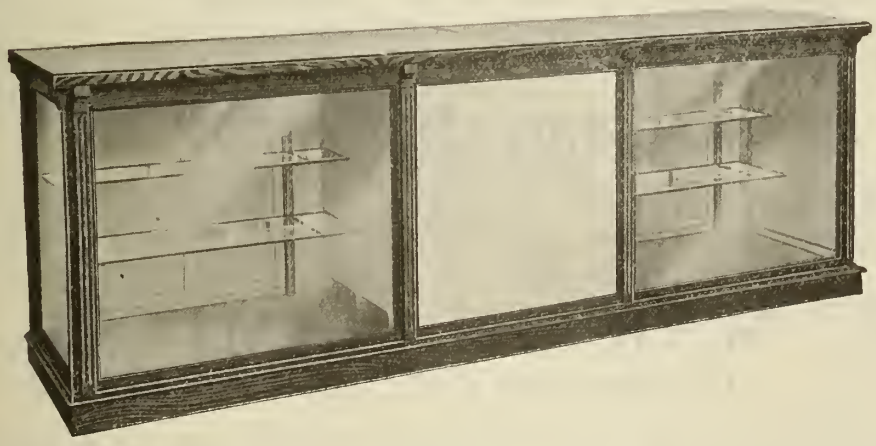
The Clean Food System



Interchangeable Sectional Grocery Wall Case Combination "X."

This sectional case is made in golden oak as shown, complete with shelving, ready for prompt shipment on a day's notice. You select the number of sections to make up the necessary length, set them up, and start business. If on expiration of your lease you move to larger quarters, you add to or rearrange to suit the building. Lower Case 48" high, shelving 48" high.

You may put Pure Food in drawers used in ordinary store fixtures, or even in Pure Food Counters and Cases, and while stock is as pure and clean as you can get it, you cannot possibly keep it clean, owing to partly open or loose-fitting drawers allowing the ever-present fly and other germ carriers when working on counters or sweeping to contaminate your stock. On a busy day your clerks will not take the time to carefully close a drawer or box each time they serve an order, but with the Walker Bin Clean Food System, the bins being counterbalanced or pivoted, close automatically, and fit snugly to the dust-proof and air-tight bin chamber. Stock is not air-dried, dusty and indifferent in flavor, but is as nearly clean and fresh as it is possible to serve it to your trade from bulk. Counters with bins for sack lots of cereals, meal and sugar in all sizes.



Refrigerator Counter

No. 9-0

Opalite Top and Panel. Also furnished with marble or glass display top.

Stock sizes 9′ and 11′.

We will have stock for prompt shipment of wall cases, counters and show cases, in Vancouver, Edmonton, Saskatoon, Winnipeg Agencies for Western trade and in Berlin for the East.

The Walker Bin & Store Fixture Co., Ltd.

BERLIN, ONTARIO

WESTERN AGENCIES:

Vancouver:—R. J. Borland, Room 611, Northwest Trust Bldg.
Edmonton:—Edmonton Specialties Company, 113 Howard Ave.
Saskatoon:—North West Specialty Company.
Winnipeg:—Watson & Truesdale, 120 Lombard St.

EASTERN AGENCIES:

Ottawa, Ont.:—Geo. Cameron, 414 Gilmour St.
Montreal, Que.:—W. S. Silcock, 33 St. Nicholas St.
St. John, N.B.:—R. R. Rankine, 110 Carmarthen St.

WATCH THE DATES FOR A WATCH

In order to get a certain volume of sales on the following standard lines of goods, we are going to offer a

LADY'S OR GENTLEMAN'S FINE GUN METAL WATCH

with every order of five cases or more (assorted or of one kind.)

These watches are of fine Gun Metal, with eleven jeweled movements, open face; double dust-proof back cover, and are guaranteed for one year. This offer is for one month only from

May 15th to June 15th

GROUP NO. I.

MINERAL WATERS FROM BASSIN DE VICHY—

Source Admirable, 50 Bottles	$5.50
Source Efficace, 50 Bottles	6.00
Source Neptune, 50 Bottles	7.00
Source Sans Rivale, 50 Bottles	8.00

LEMONADE FROM BASSIN DE VICHY—

"La Savoureuse," 50 Quarts	$8.00

TOURNEL & FLEURY CORDIALS—

Full Assortment, c/s of 12 qts.	$8.50
Full Assortment, c/s of 24 pts.	9.50

MILLER'S MALT EXTRACT—MILWAUKEE—

Barrel of 8 doz., good for 2 c/s	$16.20

BELFAST MINERAL WATER CO.—

Ginger Ale, c/s 6 doz. Pints	$1.15 doz.
Splits	.95 doz.
Club Soda, c/s 6 doz. Pints	1.00 doz.
Kola Tonic .. Splits	.90 doz.

P. GARNIER'S SUPERIOR FRENCH LIQUORS—

Sirop de Grenadine, 12 qts.	$ 8.50
Crème de Menthe, green or white	13.00
Blackberry Brandy, 12 bottles	13.50

"BACCHUS" APPETIZER—

"The Best," c/s 12 bottles, litre	$ 9.00

"BANYULS" WINE—

Natural Tonic, c/s 12 qts.	$10.00

TERMS: Net 30 days. Freight prepaid to all points west of Quebec, and east of Toronto. Allowance to these points on orders going farther.

FILL OUT AND SEND THIS COUPON NOW

Remember, the offer is only good between above dates. Anticipate your requirements—and get the *best watch* that was ever offered on such easy terms.

LAPORTE, MARTIN, LIMITÉE

584 St-Paul **Tel. Main 3766** **Montreal**

Fill in coupon with your order—tear off and mail to us. YOU WILL RECEIVE THE WATCH BY RETURN MAIL.

Messrs. Laporte, Martin, Limitee, 584 St. Paul, Montreal.

Please fill my order for the following goods in accordance with your offer:

.....

.....

.....

.....

.....

.....

Name ..... Address.. .....

N.B.—Specify whether a Lady's or Gentleman's watch is wanted.

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A man is often judged by the company he keeps—likewise, a grocer's stock is often judged by the COFFEE he keeps.

Sell good coffee and it will help sell other goods. If you are not getting your share of the Coffee business try

PURE GOLD

HAND-PICKED BLENDS

Pure Gold "B." The American Standard blend, thick and rich.

Pure Gold "C." Full bodied, catchy, 40c. line.

Pure Gold "D." Heavy thick liquor; strong, rich cup quality.

All packed in 10, 25 and 50c. tins. Whole or ground.

Prices on application.

PURE GOLD MFG. CO.,
LIMITED
TORONTO

A Straight Talk from the Manager

"Had it not been for the Canadian Grocer we could not have received quotations in time to tender for the military camp supplies," writes an Eastern subscriber.

At the London convention a subscriber advised our Mr. Huston that he had saved the price of several years' subscription by taking a tip from our market pages that eggs were due for a drop. He got rid of his stock at once and next week eggs were down five cents.

In our issue of April 30th we predicted an advance in packet teas. Our May 7th issue announced an advance of 5 cents a pound by one of the leading packers. This issue announces the same advance by another leading packer. Did you profit by our advance information?

These are days when every retailer must watch the markets. It is our business to give you advance information. You will find it profitable to follow our pages with the closest care.

Don't forget that the advertising pages are not the least interesting or profitable for you to watch. Every week there are offerings that will save you money, or point the way to developing trade along new lines.

For "buying information" or "selling pointers" read Canadian Grocer and pass it on to your clerks. It will help you and it will help them.

THE MANAGER.

'NUGGET' POLISHES

Notwithstanding the extra War Tax of 5% on "Nugget" Polishes, we have decided

NOT TO INCREASE OUR PRICES

either to the Consumer or the Trade.

In recommending "Nugget" you will, therefore, be keeping trade under the British Flag, and will materially assist manufacturers who are contributing to the cost of the War all over the Empire.

We now have Agencies in the following places:

NOVA SCOTIA
Arthur Fordham & Co.
Halifax

QUEBEC
R. E. Boyd & Co.
Montreal

NEW BRUNSWICK
C. A. Munro
St. John

BRITISH COLUMBIA
J. Leckie Co.
Vancouver

THE "NUGGET" POLISH COMPANY, LIMITED

9, 11 and 13 Davenport Road

TORONTO ONTARIO

"When You Think of Bread Think of Five Roses"

SAYS "NAN" *in Canadian Home Journal for May, 1915:*

'Here's a cottage loaf I saw made "and photographed myself. My "difficulty has been in the past to "secure a flour suffieiently versa- "tile to overlook my turning it "into bread, cake or pastry. Af- "ter many a sincere trial, I have "found the following advantages "in FIVE ROSES flour: besides "possessing the highly nutritive "elements of purest Manitoba "wheat, it gives you a saving of "5 to 20 loaves a barrel more "than other flours I have used. "A nice, easily handled ingredi- "ent, it is responsive to my "slightest effort. It has that one "essential of a perfect household "flour—it is uniform. Once your "recipe mastered, you can depend "absolutely on the flour doing its "duty and doing it remarkably "well. Would you know the de- "lights of perfect breadmaking, "then adopt a flour that makes "it a certainty and not a hazard."

YOU can sell them *all*, Brother Grocer. The woman who demands Flavor in bread, her friends who seek Nutrition, Appearance, Lightness, thin crust or porous crumb. Also the faddist who insists upon a flour that is Not Bleached and Not Blended.

It is the stuff it makes that sells FIVE ROSES for you.

So sell

Five Roses*
FLOUR *for Breads-Cakes Puddings-Pastries*

You will collect your royalties on every recipe in the famous FIVE ROSES Cook Book, and there are over 144 pages of them.

Almost a quarter million housewives (so far) have claimed a copy of this book, and paid postage for it. Eager to try new recipes, they inevitably become larger users of flour, quality buyers, the only dependable trade, the stuff that goodwill is made of.

FIVE ROSES is packed to suit YOUR trade: bags, barrels or halves.

Ask your jobber, or write our nearest office.

LAKE OF THE WOODS MILLING COMPANY, LIMITED

Toronto Ottawa
London St. John

"The House of Character"
Daily Capacity 13,700 bbls.

Winnipeg Keewatin
Medicine Hat Vancouver

MONTREAL

*Guaranteed NOT BLEACHED—NOT BLENDED.

FEATURING SELLING CAMPAIGN ON CAMP GOODS

CANADIAN GROCER

Only Weekly Grocery Paper Published in Canada

THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. XXX PUBLICATION OFFICE: TORONTO, MAY 28, 1915 No. 22

Lantic Sugar

The Sugar of Extra Quality

is the sugar which your customers will demand just as soon as Strawberries are cheap enough to make Home-made Preserves.

During the entire Preserving Season, they will continue to demand this new Cane Sugar, because of its perfect granulation and extra sweetness.

Get it now—all wholesalers can supply LANTIC SUGAR in 2 and 5-pound cartons—10, 20 and 100-pound bags — and in barrels.

ATLANTIC SUGAR REFINERIES, LIMITED

MONTREAL, QUE. ST. JOHN, N.B.

We Sell Only
"Standard of Quality" Brands

COX'S GELATINE

Served with fresh or canned fruit, Cox's Instant Jelly Powder makes a delicious dessert.

Suggest this to your customers, they will appreciate the absolute purity of Cox's and will be delighted with the delicious flavor.—The standard for nearly a century—British made.

STOWER'S Lime Juice Cordial

is sweetened to suit the most fastidious palates. No hunting for sugar. Add water and you have the best and most wholesome summer drink. Has no musty flavor—it is the kind your customers will like.

CODOU'S Macaroni, Vermicelli, Etc.

Finest Taganrog Russian Wheat is used in the manufacture of the Codou products. The richness of flavor and tenderness make them most toothsome and satisfying. Genuine French products made by Felix Codou.

You can rely on the quality of the lines advertised on this page

ARTHUR P. TIPPET & COMPANY
Agents **MONTREAL**

Quality Counts—Costs More—Worth It!

QUOTATIONS

Subject to Change Without Notice

NOTE.—Prices named are Retailer's cost, from which a discount is allowed the Jobber.

WHITE SWAN SPICES (whole or ground). Absolutely pure, all guaranteed with Dominion Government Warranty. Price for 25 and 40 lb. Pails, and 5 and 10 lb. Boxes

	Per lb.
Allspice (Pimento)	0 15
Arrowroot	0 16
Bay Leaves	0 13
Bicarb. Soda	0 04
Caraway Seeds	0 16
Cassia	0 23
Cayenne	0 30
" Japan Chillies	0 35
Celery Seed	0 35
Celery Salt	0 25
Celery Pepper	0 25
Cinnamon	0 28
Cloves	0 33
" Penang	0 45
" Zanzibar	0 33
Coriander Seed	0 13
Cream Tartar	0 39
Curry Powder	0 26
Ginger	0 22
" Jamaica	0 23
" Cochin	0 17
" African	0 14
Icing Sugar	0 11

	Per lb.
Mace	1 00
Marjoram	0 31
Mint	..
Mustard	0 26
" Pure	0 28
" English	0 21
" D. S. F.	0 16
" Durham	0 13
" Seed	0 21
Nutmegs	0 27
" 60s.	0 45
" 80s.	0 31
" 90s.	0 29
" 100s.	0 27
Paprika	0 38
Parsley	0 41
Pastry Spice	0 25
Pepper, Black	0 24
" Tellicherry	0 23
" Singapore	0 23
" Penang	0 23
Pepper, White	0 36
" " (Decorticated)	0 45

	Per lb.
Pepper, Singapore	0 36
" Penang	0 36
Pickling Spice	0 20
Poultry Dressing	0 21
Sage	0 36
Saltpetre (Potash Nitrate)	0 16
Sausage Seasoning	0 26
Savory	0 26
Senna Leaves	0 21
Thyme	0 26
Turmeric	0 16

SUNDRIES.	Per Dozen
Baking Powder—	
White Swan, 1 lb. tins	$2 25
Loyal Canadian "	1 30
Queen's Favorite, "	1 20
Special Label "	1 20
Coffee, whole or ground.	Per lb.
White Swan, Pure Blend	0 34
" " 1 lb. tins	0 36
Orient, Pure Blend	0 32
Standard " "	0 31

	Per lb.
Star, Pure Blend	0 28
Moja, Compound	0 28
" " 1 lb. tins	0 30
English Breakfast, Compound	0 18
English Breakfast, Compound, 1 lb. tins	0 20
Presentation Compound, 1 lb. tins	0 27
(A Tumbler in each tin.)	
Extracts—	Per Dozen
White Swan—Pure 2 oz. Bottles	2 00
Loyal Canadian Mixture, 2 oz. bottles	0 90
Phoenix and White Cross, Mixture, 2 oz. bottles	0 75
Complete assortment of sizes.	
Yeast Cakes—per case of 3 doz. 5c. packages	1 20
(A due bill in each case.)	
Yeast for Bakers—12½ lb. cartons. Per carton	1 25

Also Packed in 2, 5, 10, 30 and 50 lb. Tins. **Add 1c. for additional cost and 2c. for 1 lb. Tins**

SPICES	Round Litho. Dredge.	2½ oz. Square Dredge.	Dredge Cannister Round.	4 oz. Square Dredge.	4 oz. Packages.	Pyramid Bottle.
Allspice	$0.75	$0.85	$0.90	$1.00	$0.90	$1.00
Arrowroot, 4 oz. tins, 85c.	...	...	...	...	...	...
Cayenne	.75	.85	.90	1.00	.90	1.00
Celery Salt	...	...	...	...	...	1.00
Celery Pepper	...	...	...	...	...	1.00
Cinnamon	.75	.85	.90	1.00	.90	1.00
Cinnamon, 1 oz. Fagots, 45c.	...	...	...	...	...	...
Cloves	.75	.85	.90	1.00	.90	1.00
Curry Powder	...	...	...	...	...	1.00
Mace	2.00	2.25	...	2.75	...	2.75
Nutmegs,	.75	.85	.90	1.00	...	1.00
" Whole, 5c. Pkgs., 45c.	...	...	...	...	...	...
Paprika	.75	.85	.90	1.00	...	1.00
Pepper, Black	.75	.85	.90	1.00	.90	1.00
Pepper, White	.90	1.00	1.10	1.20	1.10	1.20
Pastry Spice	.75	.85	.90	1.00	.90	1.00
Pickling Spice (Window front)	...	...	...	...	.75	...
Dozens to case	4	4	4	4	4	4
Shipping weight per case	10 lbs.	16 lbs.	20 lbs.	20 lbs.	17 lbs.	20 lbs.

WHITE SWAN CEREALS

Diet Flour — (For Diabetes) 5 lb. bags. 1 doz. to case, weight per case 70 lbs., per case $4 80

Health Flour — (High-grade whole wheat) 5 lb. bags. 1 doz. to case, weight per case 70 lbs., per case 3 00

Biscuit Flour — (Self-Rising). 2 doz. to case, weight per case 70 lbs., per case .. 3 00

Buckwheat Flour—(Self-Rising). 3 doz. to case, weight per case 70 lbs., per case .. 3 00

Pancake Flour—(Self-Rising). 3 doz. to case, weight per case 70 lbs., per case ... 3 00

Breakfast Food—(Flaked Wheat.) 2 doz. to case, weight per case 85 lbs., per case. 4 50

King's Food—(Flaked Wheat with Premium.) 2 doz. to case, weight per case 95 lbs., per case 5 50

Wheat Kernels — (The Cream of Wheat.) 2 doz. to case, weight per case 65 lbs., per case 3 75

Barley Crisps—3 doz. to case, weight per case 50 lbs., per case 3 00

Flaked Rice—3 doz. to case, weight per case 50 lbs., per case 3 00

Flaked Peas—3 doz. to case, weight per case 50 lbs., per case 3 60

TERMS.—Net Cash 30 Days. Subject to Sight Draft.

FREIGHT PREPAID to any station in Canada on 5 case lots or orders comprising minimum shipping weight of 250 pounds or more.

NOTE.—Do not receipt for any shipment as being in good order until you have examined same.

Each package is checked and double checked before leaving the warehouse, and we will positively assume no responsibility for breakage, loss of goods, etc., after shipment is receipted for in good order.

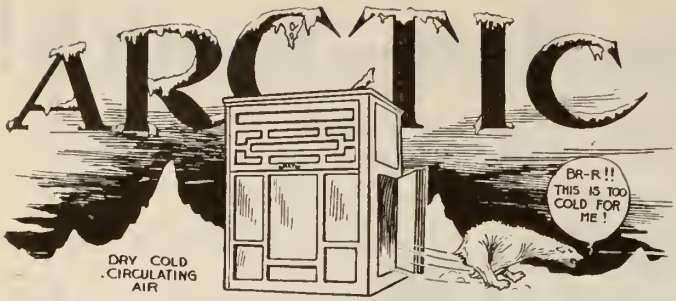
Copy of each Bill of Lading is enclosed with invoice covering freight shipments, and no claim will be recognized unless accompanied by Expense Bill showing shortage.

Beware of throwing out small articles with packing material. Check contents of every case carefully.

MAIL ORDERS.—Orders received by mail are given the preference, and shipped out the same day as received, unless otherwise advised. We make a specialty of this business and you are assured of the same prompt and thorough service by correspondence just as though the order had been taken by the salesman personally.

WHITE SWAN SPICES & CEREALS, LIMITED

TORONTO, CANADA



Yes, and it's quite as cold and dry as an Arctic breeze

Provisions kept in the Arctic Refrigerator are subjected to a current of dry, cold air, which carries off all foreign odors and prevents deterioration.

Fresh fruits keep fresh much longer when kept in the Arctic Refrigerator.

The style here shown meets every requirement of the provision man.

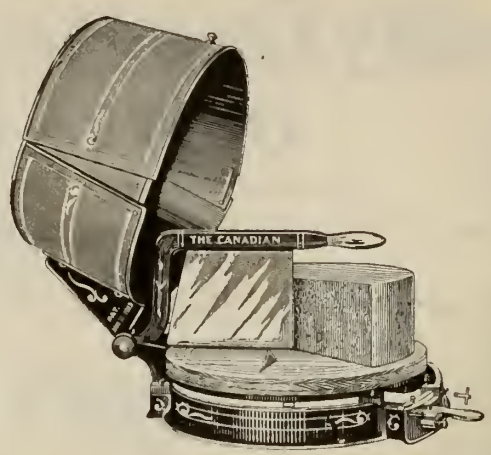
Send for catalog and prices.

Write to-day.

John Hillock & Co., Limited

Makers of High-Grade Refrigerators and Fish Cases

TORONTO



The CANADIAN Open.

Computing Cheese Cutter and Metal Cabinet Combination

Upon the Quality of your stock depends your ability to get new trade and hold it.

THE CANADIAN

JOBBERS—Write for Prices.

Computing Cheese Cutter Co.

Windsor, Ont.

Demand Goods Whose Security Makes Them Sell Easier

Nothing leaves your shelves as quickly as goods your customers KNOW are just as pure and fresh and choice as they look in the Jar—goods that get the public confidence and interest from the start.

It all depends on the seal.

No seal is so positive, no seal retains the purity and freshness of the goods quite as surely as Anchor Caps.

Why be content with the poor sales of goods of doubtful quality? Demand the security of Anchor Caps on all goods you handle and insure yourself better and bigger sales.

Speak to your wholesaler to-day.

Anchor Cap & Closure Corporation of Canada

LIMITED

Sudbury St. West, Foot of Dovercourt Road **TORONTO, CANADA**

That luscious beverage

from Winona Vineyards

The Concord is the recognized producer of the best Grape Juice beverage, but then there are Concords and CONCORDS.

It is upon the luscious richness of the grape that the fine, full flavor of the beverage depends—this is the reason for the undeniable superiority of

E.D.S. Grape Juice

The Grapes grown in the Winona district are proven to be superior in point of flavor to any other Canadian Concords, in fact they have a country-wide reputation for their fully-matured, rich flavor.

These are the grapes and the only grapes used in this pure, delicious Canadian beverage.

E.D.S. Grape Juice is the pure Juice of the finest grapes. You should not be content to sell other brands until you have tried this one

SEND A TRIAL ORDER NOW.

E. D. SMITH & SON
LIMITED
WINONA, ONTARIO

AGENTS:—NEWTON A. HILL, Toronto; W. H. DUNN, Montreal; MASON & HICKEY, Winnipeg; R. B. COWELL, Halifax, N.S.; A. P. ARMSTRONG, Sydney, N.S.

BORDEN MILK Co. LIMITED
EAGLE BRAND
Trade Mark of BORDEN MILK COMPANY LIMITED
GAIL BORDEN
EAGLE BRAND
By which their PRESERVED MILK will hereafter be designated and for additional protection against imposition each Label will bear the signature.
Gail Borden
BORDEN MILK COMPANY LIMITED
MONTREAL, CANADA.

Sales come easiest with goods that hold the public confidence.

No waste of words, no precious moments lost in selling the housewife, camper, picnicker any of the

BORDEN MILK PRODUCTS

Fifty-eight years of Borden purity, fifty-eight years of Borden reputation, fifty-eight years of extensive Borden advertising have so built up the public confidence in Borden Milk Products that sales are fully made before the customer enters your store.

Such confidence as this is continually creating new trade and making every prospective buyer a satisfied and regular customer.

See for yourself how this confidence will greatly strengthen and increase your sales. Display Borden's prominently in your store.

Ask your wholesaler to replenish your stock to-day.

Borden Milk Co., Limited
"Leaders of Quality"
MONTREAL
Branch Office: No. 2 Arcade Building
Vancouver, B.C.

A Business Convention With A Spice of Good Fellowship

The Associated Advertising Clubs of the World will hold their Eleventh Annual Convention in Chicago from June 20 to 24

The distribution problems of the fields represented by this publication and other trade and technical journals will receive particular attention.

This convention will surpass those of previous years in size, in thoroughness, in scope and in results. The great war has broken down walls and built new ones. It has rearranged existing markets and has created new ones. The problem constantly before every wide-awake business man is, "How can I meet new conditions; how can I profit by them?"

These questions will be discussed from every one of their thousand and one angles by some of the brainiest merchandising men in the country. They will be analyzed in the broad sense in the general discussions and in detail in each of the various departmental meetings.

The convention won't be all work and no play. The lighter side of life, social frivolity, won't be neglected, but won't be overworked. Good fellowship and a spirit of jovial comradery have always been an important part of our conventions.

There will be entertainments, shows, pageants, receptions, auto drives, lake trips, and luncheons and shopping visits to the famous State Street shops for the ladies. Bring your wife, daughters and sisters. The programme has been arranged so that visitors can combine education with recreation.

President Wilson, conditions permitting, will head a notable array of speakers. Hon. W. J. Bryan, John Fahey, Henry Watterson, George Horace Lorimer, and Arthur Brisbane will be among the others heard.

Remember the date—June 20-24, the place—Chicago, and be there.

For special information, address the Convention Bureau, Advertising Building, 123 Madison St., Chicago.

CANADIAN GROCER, 143 University Ave., TORONTO

Montreal Winnipeg Boston New York Chicago London, Eng.

Summer Sales Come Easy with

Simcoe Baked Beans

Make less work in the hot kitchen —more time in the cooling, fresh air.

A delicious meal with all the nutriment necessary for upbuilding the system.

Push Simcoe Brand—the best selling baked beans on the market.

Get your wholesaler to re-stock you to-day.

DOMINION CANNERS LIMITED
MADE IN CANADA
HAMILTON

Dominion Canners
Limited
Hamilton, Ont.

An Opportunity for the Clerk

Money Prizes for Best Examples of Sales Expansion and Methods Used to Move Out the Goods —Contest Closes on June 1—Enter it at Once.

CANADIAN GROCER wants to see every clerk a REAL salesman. Anybody can take orders that are spoken over the counter or the telephone, but it requires a clerk who knows his goods and his customer to SELL things.

We have always been interested in the making of better salesmen, and that is why we are running this contest for clerks.

Each one of you has at some time or another conducted a selling campaign on some particular line.

You have, by adopting certain selling methods, expanded sales on one or more lines of goods; or you have raised the standard of quality of certain lines of goods sold regularly to your customers.

We want you to tell the story about it in as few words as possible—but tell it fully.

Prizes will be offered as follows:—The clerk who gives the best example of the expansion of sales on any particular line of goods or associated lines will receive a cash prize of $3. The second prize will be $2, and the third $1. There will, of course, be other answers suitable for publishing. These will be printed and paid for at regular space rates for correspondence. This gives everybody a chance. The contest will help every clerk who enters it, because it means the analyzing of sales and methods.

Conditions and Suggestions.

1. The articles on which sales were expanded must have been sold at regular prices, not at cut rates.

2. Each clerk may send in as many items for the contest as he may desire, but each must refer to one particular line, or associated lines, and must be written on a separate sheet of paper.

3. Answers should be confined to as brief space as possible.

4. Where possible, point out either the quantity or the value of the goods sold by adopting certain methods.

5. Answers must be in by June 1. Better send them along at once.

Each clerk has some strong evidence up his sleeve of the selling power of the staff of a retail store. He knows selling talks that have sold new goods or raised the standard of staples selling all the time; he can tell of unique display methods or a well written newspaper advertisement that has brought business; and he can point to a dozen and one little store "kinks" for expanding sales.

All replies should be addressed to The Editor, Canadian Grocer, 143-153 University Ave., Toronto. Further particulars on request.

Now Packed in Vacuum Sealed Tins

Competent Coffee Experts unanimously pronounce Gold Standard "The-Chaffless-Coffee," the finest coffee sold in Canada. The superiority of "fresh-roasted" Coffee in flavor, strength and fragrance is too obvious to require comment.

The new Vacuum Sealed Tin keeps the Coffee "FRESH" till the tin is "CUT" open by the Consumer.

½ Pound, 1 Pound and
2 Pound Vacuum Tins

Blended, Roasted and Packed by

THE CODVILLE CO.
LIMITED
WHOLESALE GROCERS AND MANUFACTURERS

Winnipeg Brandon Moose Jaw Saskatoon

The Trade Paper

By Elbert Hubbard

I know hundreds of high, prosperous business men, manufacturers, dealers, jobbers, craftsmen, and I cannot recall a single instance in which the mentally successful man does not read his specialized paper. He subscribes for it and he pays for it promptly.

When you subscribe for your trade paper and assimilate it, you are uplifted, inspired, given courage, pep, intellectual vim and vigor and enough trade information to make you free from the trials and tribulations which beset the man who "doesn't know."

These things all have a direct influence on the bank and mental balance.

The trade paper binds everybody in the business into a fraternity, which spells length of days, because it "serves" and its service is based on specific knowledge.

ROBINSON'S

Of BRISTOL, ENGLAND

LABELS

LITHOGRAPHED—EMBOSSED.

SHOW CARDS

CUT-OUTS

Calendars for 1916

Advertising Matter of every description for the Wholesale Merchant and Manufacturer

TEA and COFFEE BAGS

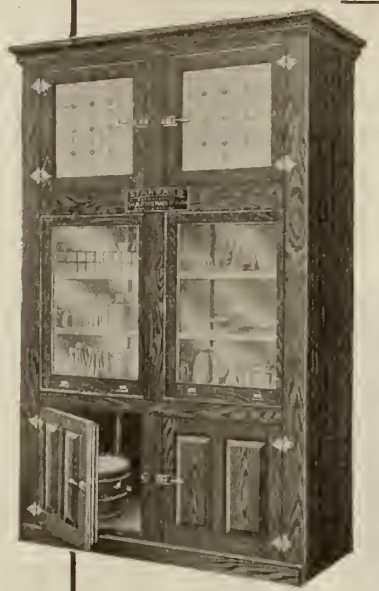
All inquiries to

J. W. PINKHAM

73 Boustead Ave. Toronto, Canada

Freeman's Improved Standard

Cold Dry Air **Refrigerator**



for

Butchers
Grocers
Creameries
Householders
Restaurants
Hospitals
and all
Institutions

SATISFACTION GUARANTEED

Send for Catalogue, Price List and Discounts

The W. A. Freeman Co., Limited

Hamilton, Ontario

Shake—or Salt

To have the salt cake in the shaker is about as annoying as anything one can imagine. Introduce

SIFTO Table Salt

to your customers and you will find ready and continued sale, for it has that free-running quality that never fails. Put up in hand-some germ and damp-proof packages.

Order your supply now.

The Dominion Salt Co., Limited

Sarnia, Ontario

CONFIDENCE

is won only after it is deserved, and confidence is one of the biggest assets in the retail business. So well has Wonderful Soap satisfied everyone for years, it has attained a position of confidence in the public mind that is bringing steady, dependable sales to hundreds of grocers. How about you?

Guelph Soap Co.

Guelph, Ont.

OCEAN BLUE SELLS!

Order from your Wholesaler

HARGREAVES (CANADA,) LIMITED,
33, Front Street, E. TORONTO.

Western Agents: For Manitoba, Saskatchewan & Alberta: Nicholson & Bain, Winnipeg, Regina, Saskatoon, Calgary and Edmonton. For British Columbia & Yukon: Donkin, Creeden & Avery, 117, Arcade Buildings, Vancouver, B.C.

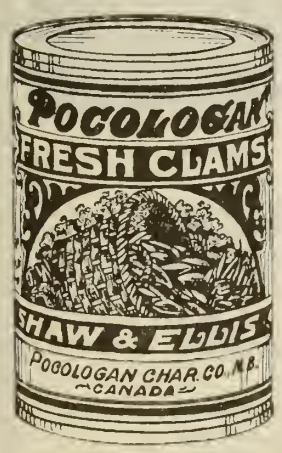
"SOVEREIGN" SALMON

FINEST BRITISH COLUMBIA SOCKEYE

QUALITY IS OUR FIRST CONSIDERATION

PACKED BY
THE ANGLO BRITISH COLUMBIA PACKING CO.
LIMITED
VANCOUVER, B.C.

Indian Chief Brand CLAMS



Canned the same day they are taken from the Clam Beds. They are, therefore, always fresh and good when put into the cans. They have the real Clam flavor. Once your customers buy these they will not be satisfied with any other.

Just what the Restaurant Trade are looking for

Your Jobber will Supply You

Shaw & Ellis, Pocologan, N.B.

AGENTS:
Montreal, R. B. Hall & Son — Ottawa, William Forbes
Quebec, A. Francois Turcotte

When you sell

HEINZ 57 VARIETIES

PURE FOOD PRODUCTS

You give your customers—
Goods Made in Canada—
from Canadian Materials—
by Canadian Employes.

H. J. HEINZ COMPANY

Canadian Factory:—Leamington, Ont.
Warehouse:—Toronto

The Potency of Advertising

THE AVERAGE merchant in the smaller cities and towns has but a hazy idea of the power of advertising. In a vague way he realizes that advertising may be a good thing—for the other fellow. Generally he regards it as an expense—as a luxury which he cannot afford. The big fellow, perhaps, is justified in indulging his vanity in this respect, but he—has he not been in this very location for lo! these many years? Is he not known to every man, woman and child within a radius of ever so many miles? Assuredly advertising for him, he argues, would be a needless expense.

The ad-man's answer to these and every other objection raised by the doubting merchant is that within the last few years the art, or science, or business of advertising has been developed by the expenditure of enormous sums on printer's ink, until at the present time advertising is the greatest force in the economics of business.

To-day the compelling influence of advertising plants two or three pairs of shoes where aforetime but one pair flourished. Advertising puts a pianola into a home where a piano also abides. It turns the runabout into a touring car. It causes ten millions of people to masticate gum. For breakfast we have oranges kissed by the sun, desiccated cereals with which every child in the land is familiar, ham that certainly is, and coffee that answers to a name that you read in a thousand ads. You, Mr. Merchant, go to your store clothed from top to toe in garments that look out at you from the pages of every paper you read. You, yourself, in your business testify to the power of advertising when you buy and sell the most generally advertised goods. You, yourself, welcome any assistance which your wholesale dealer is willing to give you in exploiting your wares. But do you, yourself, exploit your wares? Adequately?

Suppose you attempted to run a boat against the current of St. Clair River from Detroit to Sarnia. Would you not see to it that besides having a seaworthy craft and a competent crew, you had a head of steam sufficient to stem the current?

The river symbolizes your business, the current is your competition; the crew your clerks. You are the captain, advertising is the motive power, and the money you spend is the pressure. And by no artifice can you drive your craft upstream at the fastest possible speed without keeping the pressure near to the popping point.

The amount a firm is justified in spending on advertising varies with the amount of business present and prospective; but every business under the light of the sun, which handles a human need, can spend, say, two per cent. of the gross receipts with a certainty of immediate or ultimate profit.

Any grocer would be willing to buy regular customers at $10 each. They would be cheap at that price. And any grocer who will spend $50 a year on advertising, and hasn't gained five new customers during that time, must look to his methods, his goods, or his prices for the explanation, for the fault assuredly will not lie in his advertising, if he has given it even moderate attention.

Here's another point worth noting—it is possible to spend too little on advertising. Five dollars a year spent on publicity might bring disappointing results. Fifty dollars might double itself in direct returns—while three or four hundred might be expected to be trebled in that time.

If you are a blacksmith let the owners of horses know about it. If you sell shoes say so—and keep on saying so. If you handle the wherewithal to feed or clothe people, the more you spread the news, the more grist will come to your mill.

And above all when you start to push your goods, keep your shoulder tight up against the wheel—for the public has a poor memory, and there is more commercialism, and less friendship, in business in this year of grace than there ever has been since men first began to bargain for gain.—Sarnia *Canadian*.

CLARK'S

Tomato Ketchup

is MADE IN CANADA
FROM CANADIAN PRODUCTS
BY A CANADIAN FIRM

But, Mr. Grocer, we are not content to ask you to buy and sell our products solely for those reasons.

CLARK'S

Tomato Ketchup

has no superior in quality, either MADE IN CANADA or MADE OUT OF CANADA, and we do not ask exorbitant prices on account of "quality" or "patriotic sentiment."

OUR GOODS ARE HIGH CLASS
OUR PRICES ARE REASONABLE
OUR REPUTATION IS YOUR GUARANTEE

That is why we say to you

BUY CLARK'S

W. CLARK Clark's LIMITED

Montreal

Tartan BRAND

THE SIGN OF PURITY

We have secured before the advance a very large import of famous

Phulcherra Garden Teas

These are recognized the highest type of Indian Tea, and we are offering this tea 5c. lb. below the present cost of importation. See our travellers or write for samples.

BALFOUR, SMYE & CO., Wholesale Grocers **HAMILTON**

'Phones, 3596, 3597, 3598, 4656; Night 'Phone, 1807.

Have No Hesitation

in recommending to your best customer

'Bluenose' Butter

It always opens up in excellent shape, and its quality and flavor are remarkably fine. Taste "Bluenose" yourself! Then you'll feel more enthusiastic about recommending it.

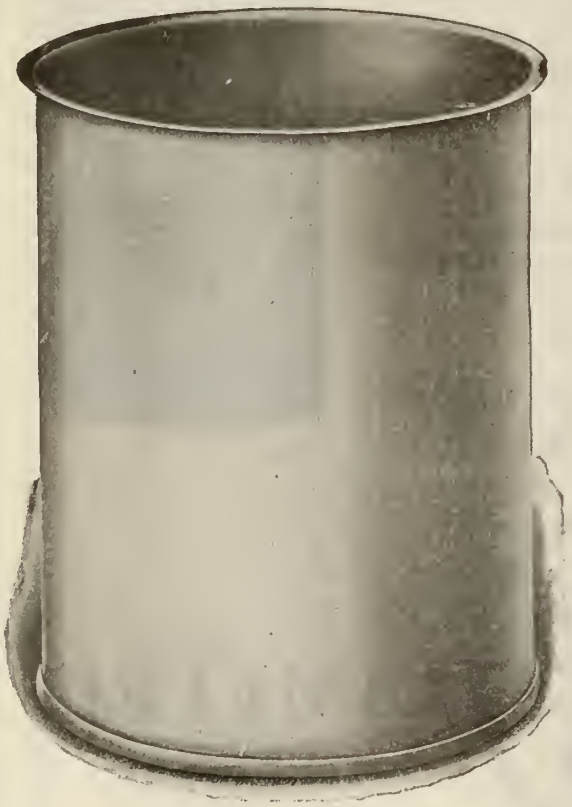
SOLE PACKERS.

SMITH & PROCTOR - HALIFAX, N.S.

SMITH AND PROCTOR

SOLE PACKERS

Halifax - N.S.



Sanitary Cans

"The Can of Quality"

Fruits, Vegetables,
Baked Beans, Soups,
Meats and Milk.

Sanitary Can Company

LIMITED

NIAGARA FALLS, ONTARIO

St. Lawrence Golden

The favorite, old-fashioned yellow sugar that has won first place with the trade.

A Pure Cane Sugar.

No other coffee will give your customers

so much real satisfaction with so little trouble as

SYMINGTON'S COFFEE ESSENCE

Regd Trade Mark

Stock it regularly—they will buy it regularly. Ensures good profits and quick sales. Ask your wholesaler for list to-day.

THOS. SYMINGTON & CO.,
Edinburgh and London

Agents: Ontario—Messrs. W. B. Bayley & Co., Toronto., Quebec—Messrs. F. L. Benedict & Co., Montreal. Vancouver and Winnipeg—Messrs. Shallcross, Macaulay & Co.

40 Cups from one bottle

LARGEST MAKERS IN THE WORLD

Tin Foil—all descriptions

Tea Lead—all gauges and sizes

Metal Bottle Capsules—any size, color or stamping

Collapsible Tubes—plain or colored

ALL BRITISH MADE

Send specification of your needs or samples of what you now use — stating qualities — We will give you BEST QUALITY — BEST DELIVERY — BEST PRICES

BETTS & COMPANY, LIMITED

Chief Office:—1 Wharf Road LONDON N., ENGLAND

On the News Stands To-day

The Mad Major

There is a story told in the British trenches of an officer known as the Mad Major, who goes up and down the lines directing the British artillery where to fire to find the German batteries. And everywhere he goes he spreads a trail of death on the opposing lines—for the Mad Major is infallible. Many British successes are credited to his uncanny powers.

The legend of the Mad Major is believed in the ranks; and it will be recounted long after the war is over. The story is told for the first time by George Eustace Pearson in the course of his latest article in MACLEAN'S MAGAZINE, "Why the Offensive is Now Ours." Mr. Pearson tells many other gripping stories of life in the trenches, and gives an insight into the viewpoint of the soldier individually and as a unit. He tells how it is that the men in the trenches no longer sing "Tipperary," but often strike up a doggerel chorus, "I want to go over the sea, where the Germans—they can't get at me, I want to go home," singing it loudly, satirically, so the Germans can hear—and then charge the opposing line with reckless abandon, even with gusto. He tells of the change in the faces of the men in the trenches: Young men have become old, aging years in weeks. They are quiet, thoughtful, grim. And he tells *why the offensive is now ours, and why we cannot fail to succeed ultimately.*

This article is the truest picture of real war yet published. It is the work of a trained writer who, instead of following the course of other war correspondents, enlisted in the ranks with the Princess Patricias, *so that he could see the fighting at first hand. Don't fail to read it in the June MacLean's.*

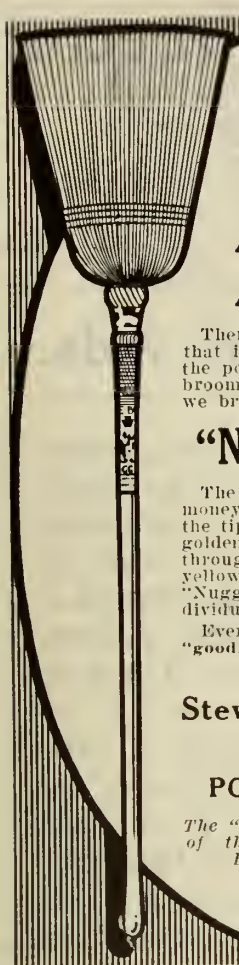
In the June Issue appears another strong war story by C. Lintern Sibley, who wrote "How the Canadian Armada was Saved."

ASK YOUR NEWSDEALERS FOR JUNE

MACLEAN'S

The MacLean Publishing Company, Limited

143-153 University Avenue - - - TORONTO, CANADA



TRADE MARK KEYSTONE BRAND REGISTERED

A Light Broom A Good Broom

There is only one broom on the market that is both those things, for it has been the policy of manufacturers to make light brooms only in the cheaper grades until we brought out the

"NUGGET" BROOM

The "Nugget" is made of the best corn money can buy, and will not turn over at the tip or fall out with use. Its handle is golden yellow, handsomely finished throughout and stitched with four rows of yellow twine. Each broom bears the "Nugget" trade-mark and comes in an individual wrapper.

Every housewife will appreciate the **"good, light** broom."

For prices, etc., write.

Stevens - Hepner Company Limited

PORT ELGIN, ONTARIO

The "Nugget" broom is only one of the famous Keystone Brand Brooms and Brushes.

FINEST CHOICE SALMON IS TALL

(C/s 48) - $1.45 doz.

All other Grades of Salmon at low prices

Write, Wire or Phone at our Expense

Adelaide 867, 1057, 941

Warren Bros. & Co.

LIMITED

Queen and Portland Sts. TORONTO

Money In Salesmanship

The trained salesman is practically independent. Scores of business houses seek his services.

It should, therefore, be the aim of every young man to qualify himself for a higher position. He can accomplish this in his spare time, just as hundreds have done.

No work so quickly develops poise, self-reliance, ease, ability to grasp situations, instinct to meet the demands of the moment, and the capacity to meet men of their own level, as representing MACLEAN'S.

This work puts you in touch with the prominent men of each town, a connection of inestimable value. We require representatives in nearly every town and centre of population in Canada. You can make from $5 to $10 per week in addition to your regular salary. We give you a practical training that is worth consideration.

Write us to-day for particulars.

MACLEAN PUBLISHING CO.

143 University Ave. -:- Toronto, Ont.

Hold the Good Custom of Smokers of Taste

by supplying them with the tobaccos they most prefer, and find greatest satisfaction in. The excellent quali ties and fine flavor of Rock City Tobaccos have made them enthusiastic favorites wherever offered. Get Rock City lines for your trade, and watch it grow.

"Master Mason"
SMOKING

"Rose Quesnel"
SMOKING

"King George Navy"
CHEWING PLUG

Stock up now

ROCK CITY TOBACCO CO., LIMITED
QUEBEC and WINNIPEG

Manufacturers' Agents and Brokers' Directory

The Canadian market is over three thousand miles long and extends from the peach belt to the Arctic Ocean. Manufacturers and merchants can not hope to cover this market satisfactorily or get the best out of their Canadian opportunities without the assistance of local agents. The following firms in all parts of Canada are prepared to act as agents for good lines. The service department of the Canadian Grocer is at the disposal of firms wanting agents or of agents wanting agencies.

ONTARIO.

HENRI DE LEEUW
28 Front St. E., Toronto.
IMPORTER-EXPORTER
FOODSTUFFS
Connections all over the world.

W. G. A. LAMBE & CO.
TORONTO
Established 1885
SUGARS FRUITS

W. H. Millman & Sons
Wholesale Grocery Brokers
Toronto Ont.

Headquarters for Evaporated Apples and Canned Tomatoes.

W. G. PATRICK & CO.
Limited
Manufacturers' Agents and Importers
51-53 Wellington St. W., Toronto

STIRLING & YOUNG
General Brokers Phone Main 4331
27 Wellington St. E., TORONTO
We wish to get in touch with exporters of Raw Sugars.
Reference : : : Bank of Montreal

WESTERN PROVINCES.

GEORGE E. MEASAM
COMMISSION MERCHANT
Agencies for confectionery lines solicited. My representatives canvass the retail trade every six weeks in the Country and every two weeks in the City. P. O. BOX 1721,
Edmonton, - - - - - Alberta.

H. P. PENNOCK & CO.,
Limited
Wholesale Grocery Brokers and Manufacturers' Agents.
WINNIPEG.
We solicit accounts of large and progressive manufacturers wanting live representatives.

W. H. Escott Co.,
LIMITED
Wholesale
Grocery Brokers and Manufacturers' Agents
Commission Merchants
WINNIPEG REGINA
CALGARY EDMONTON

WATSON & TRUESDALE
Wholesale Commission Brokers and Manufacturers' Agents.
120 Lombard Street
WINNIPEG - MAN.
Domestic and Foreign Agencies Solicited.

FRANK H. WILEY
Manufacturers' Agent
Groceries and Heavy Chemicals
Enquiries solicited for shipment from Spot stock Winnipeg or for Import.
757-759 Henry Avenue, Winnipeg

RUTTAN, ALDERSON & LOUND
LIMITED
COMMISSION BROKERS
Representing Canadian and British Houses
Agencies Solicited.
WINNIPEG, - MAN.

BRITISH COLUMBIA.

The Campbell Brokerage Co.
Manufacturers' Agents and Commission Brokers.
We have our own warehouse and trackage. Shipments stored and distributed. Can give special attention to a few good agencies.
857 Beatty Street - -Vancouver, B.C.

NEWFOUNDLAND.

T. A. MACNAB & CO.
ST. JOHN'S - NEWFOUNDLAND
MANUFACTURERS' AGENTS
and COMMISSION MERCHANTS
Importers and exporters. Prompt and careful attention to all business. Highest Canadian and foreign references. Cable address: "Macnab," St. John's. Codes: A, B, C, 5th edition and private.

QUEBEC.

W. J. McAULEY
Commission Broker
Flour, Feed, Grains, Potatoes.
We are open for a good agency in foodstuff line, calling on the retail trade.
522 Board of Trade Bldg., Montreal

Want Ads.

If you want a buyer for your business, or have a situation to fill or want a situation, send us a Condensed Advertisement. There is someone who is looking for a proposition such as yours. For two cents a word you can speak across the continent with a condensed advertisement in this paper.

Try it out.

Safe Investments

The Financial Post of Canada is the recognized authority on Canadian investments.

Each week it gives much exclusive information respecting Canadian companies; also reliable news on bond and stock issues, mining and real estate conditions.

The INVESTOR'S INFORMATION BUREAU is maintained free to subscribers and answers by letter all inquiries about investments. Write for sample copy and our subscription offer.

The Financial Post of Canada
Toronto
"The Canadian Newspaper for Investors"

QUALITY The First Consideration

The Red Rose Tea standard has always been a high one, for QUALITY has been the first consideration from the time our first package was put on the market. To-day, in the present unsettled condition of the tea market, we are, if anything, even more careful in maintaining the high standard of Red Rose Tea. The retail trade can sell Red Rose Tea with every confidence that this quality will be strictly maintained.

Catch the Eye of Your Townspeople with a "Queen Quality" Window

The pickle is queen of table relishes—"Queen Quality" is the queen of pickles—the inevitable result of the finest ingredients and best experience, backed by a most modern plant. The same high quality is evident in our **Sweet Mixed and Chow Bulk Pickles, in pails.**

English Chow Chow, in pails.

Pure Tomato Catsup, bottled or in bulk.

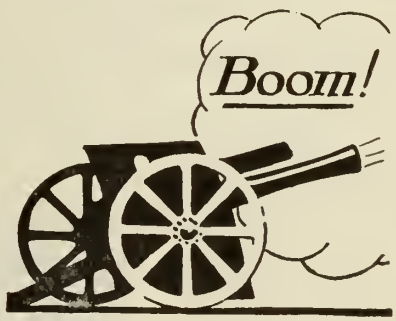
Worcester Sauce, bottled or in bulk.

Queen Quality Universal Sauce.

Put up in 10 and 20-ounce bottles.

Why not stock the line that sells and sells quickly, at a good profit?

Taylor & Pringle Co., Owen Sound, Ont.



We boom "WINDSOR" AND "REGAL" Salt, summer and winter. We advertise them from one end of Canada to the other, and have done so for years. As a result, "WINDSOR" AND "REGAL" are asked for and used in practically every home in the Dominion.

You don't have to struggle for a turnover, with these steady sellers. You don't have to overcome a preference for other brands.

The market has been made for you, by advertising and quality. We bring the business to you, through advertising, and hold it for you, by quality.

There are no "cut prices" on "WINDSOR" OR "REGAL" SALT.

Any manufacturer who has to give special commissions or rebates to sell his goods, confesses they are inferior.

All Retail Grocers get the same terms and treatment—because they all buy from jobbers.

The Canadian Salt Co., Limited

WINDSOR, ONT.

"Windsor" and "Regal" Salt

Take Advantage of This Service

Every week we have enquiries from readers in all parts of Canada asking trade questions. CANADIAN GROCER is in a position to answer these enquiries from its wide connection with the trade in all the large Canadian centres.

Do you want to know

The name of a manufacturer of any line?

The Canadian agents of an imported line?

The answer to a question of law?

The regulations regarding any food stuff?

The method of manufacture of any article of food?

Our services are at your disposal. As a subscriber to CANADIAN GROCER you are entitled to them.

Send in your enquiries to the

Service Dept., Canadian Grocer

143-153 University Ave., Toronto

No Dust — No Dirt — No Siftings

Nothing but pure, virgin tea-leaves and buds in

"SALADA"
TEA

The scrupulous cleanliness observed from the gardens to the sealed aluminium packets and the most improved dust-extracting machinery in our factory, combine to produce a practically dust-free tea.

In spite of the tremendously increased cost of tea, this process of dust extraction is being continued with unceasing vigilance. We could leave the dust in the tea and even add more (as is sometimes done), and thus cheapen the blend considerably, but the public rely on obtaining the finest, freshest and cleanest tea only in Salada packets, and every packet that leaves our factory shall be up to the critical standard we have set for the past 23 years.

SALADA

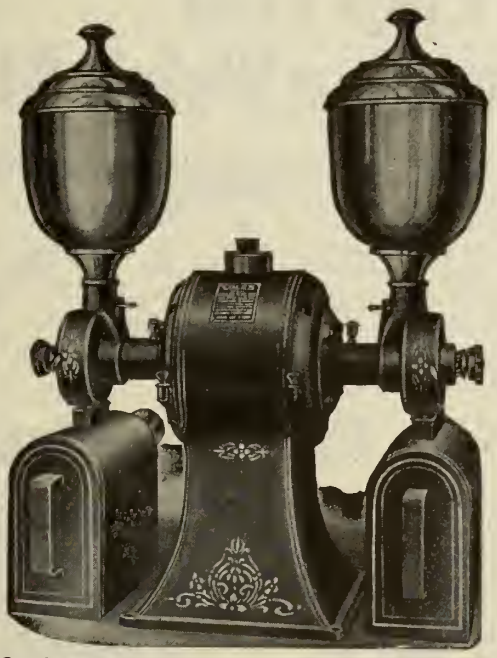
TORONTO MONTREAL

More Than Ever in a Class by Itself

One of our 12 new models. Wouldn't it be a good idea then to look into the Coles? It ranks with the best and meets your price.

26 models of electric machines.

Makers of Hand Coffee Mills for twenty-five years.



COLES MANUFACTURING CO
1615 North 23rd St. PHILA., PA.

AGENTS: Chase & Sanborn, Montreal; The Codville Co., Winnipeg; Todhunter, Mitchell & Co., Toronto; James Turner & Co., Hamilton, Ontario; Kelly, Douglas & Co., Vancouver, B.C.; L. T. Mewburne & Co., Calgary, Alta.

Don't Imagine You Can Keep Perishable Goods

fresh and saleable during the hot Summer days without a Eureka Refrigerator.

People will be more particular than ever this Summer regarding the freshness and purity of their purchases.

You take no risk in buying the EUREKA. Its Patented System, which has stood the test for 28 years, is backed by the maker's guarantee, and the thousands of satisfied Customers in all parts of the Dominion is a strong guarantee of itself.

It will pay you to investigate. It will cost you nothing to get our catalogue showing the various styles and sizes. There is one to suit your requirements. Write for it to-day.

Eureka Refrigerator Company
31 Brock Ave. Limited TORONTO

Robinson's "Patent" Barley
WILL GET THE MOTHERS' TRADE FOR YOU

¶ There are mothers coming into your store every day who may not as yet have learned of the great merits of this food, or of its valued ally, Robinson's "Patent" Groats. Why not give every mother an equal chance by introducing these foods to her?

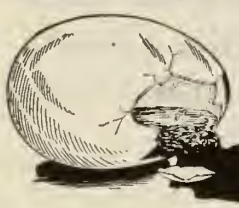
¶ Thousands of babies owe their lives to Robinson's "Patent" Barley. It is recognized and used by eminent physicians and in hospitals as the greatest food to-day for Infants and Invalids. Pull your stock from its secluded shelf and arrange it in an attractive display where your customers will see it. Remind every mother who comes into your store of Robinson's "Patent" Barley and "Patent" Groats.

Order from Your Wholesaler if Your Stock is Low

MAGOR, SON & CO., Limited

403 St. Paul Street, MONTREAL 30 Church Street, TORONTO

AGENTS FOR THE DOMINION OF CANADA



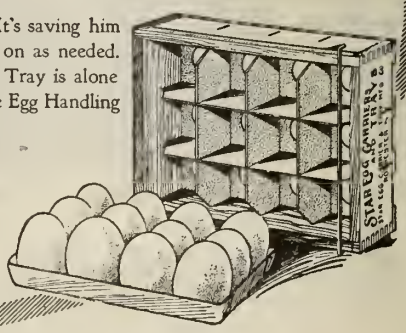
Two Broken Eggs Cost Groceryman Welch $150

Lost Profits

Welch was a firm believer in bags and cartons for egg delivery. You couldn't convince him otherwise. It's true they were costing him more than Carriers that absolutely insured safe delivery, but he simply wouldn't be convinced. So when Mrs. Davis phoned him her daily order—and a good sized one, Mr. Welch as usual put up the eggs in a carton. You can hardly place the blame on the delivery boy, he didn't see the stone in the road. At any event, Mrs. Davis was so thoroughly up-set when she found egg all over her Grocery order, that without a word she simply shifted her account elsewhere. That was two years ago, and Welch readily admits that the profit on her business was easily $1.50 each week.

The Star System for Safe Egg Handling

is now one of the most valuable parts of Welch's equipment, and he—one of its biggest boosters. It's saving him time—carriers are filled by the clerks in spare time—placed in the refrigerator and the supply drawn on as needed. He has no more broken eggs—no lost profits—no complaints. And he vows that his Ad on the Tray is alone worth ten times the cost of the whole System. Our booklet tells all about the Star System for Safe Egg Handling that Welch is using. Write for it, To-day—NOW.



Star Egg Carrier & Tray Mfg. Co.

1500 Jay St., Rochester, N. Y.

CANADIAN GROCER

VOL. XXIX TORONTO, MAY 28, 1915 No. 22

A Campaign That Sold Camp Goods

How a Maritime Grocer With Well-Laid Plans Succeeded in Creating Great Interest in Foods for the Outing Trip—Description of the Unique Window Display and a Sample of the Sales Talks of the Clerks—Importance of Getting After the Trade Early.

Written by J. R. MANTLE for Canadian Grocer.

First Articles on Summer Trade Appeared in Spring Sales Number, April 16.

J. J. RAYMOND, the traveler, had just returned from a trip through the Maritime Provinces. Raymond was an observing man, one who studies closely the field he covers, his prospects and their needs. That was why the firm gave him the responsible position of general salesman, with the duty of covering the entire country every year. He was the special envoy from his house to the individual dealer who had been carrying the firm's goods, to determine whether the retailers had any complaints, suggestions or criticisms to offer. It was while Raymond was sitting in the rotunda of a Montreal hotel that the writer chanced to be passing and dropped in on him. After business conditions in the Maritimes had been discussed, in connection with and apart from the European war, Raymond told me several stories of the business enterprise of a number of Maritime retailers.

"Down there," he said, "you know there are a great many summer resorts and tourist districts. There are several merchants who go in strongly for this sort of business on account of its paying character. A man on an outing is always free with his money, and he purchases expensive things to take with him that he would not think of buying for his own table in his own home."

It should be mentioned here that Raymond travels for a house that manufactures several lines of goods suitable for campers and picnickers. No doubt that is why he took such a particular interest in a certain Maritime grocer who was conducting a campaign on camp goods at this season of the year.

"A few retailers," he added, "had already gone in for camp goods while I was on my way up, in view of the near advent of June. One of them told me he conducted during the season three or four of these campaigns. He had a splendidly-dressed window—it was a large window with a flat floor—and while I was in the store with him, there must have been 30 or 40 people stop to look at it. I noticed, too, that in many cases people came in to buy goods that were shown in it. On one side there was a miniature tent with evergreen bushes in the background, two or three fishing rods and a lot of fishing tackle beside the trees, and a few roughly-hewn small camp stools in front of the door. All this tended to suggest the camping season. The remainder of the window was used to show the camp goods themselves. Canned goods were featured in the background. There were some four or five circular towers built up in a row at the back of the window, the centre one being the taller and those on the flanks tapering off. The centre was made of canned tomatoes, with the red side of the labels turned outward. The other lines included canned salmon, canned peas, canned corn, pork and beans and other vegetables.

What You Need for That Camping Trip

Now that the hot weather is here again you will soon be considering where you will spend your summer vacation. It certainly does one a lot of good to get away from the hum-drum of business and to fraternize with nature for a few weeks. But you need handy, healthy, nourishing foods. The woods, the lakes and streams give you an appetite, so let us help you select your Camping Supplies. Suggestions and advice tendered freely. Come in and look over our list and the goods. In the meantime note these few suggestions:

PORK AND BEANS—There are few foods handier and healthier than pork and beans. Our advice is to take a good supply. Per tin, ..c up to ..c.

SOUPS IN PACKETS—Add some boiling water and they are all ready for use. Dozen or more varieties at ..c per packet.

CONDENSED MILK—You can't take a cow along, so you must have condensed milk. Anyway it is absolutely pure. Per tin ..c and ..c.

CONDENSED COFFEE—This is becoming more and more a popular outing line. Add hot water and you have a delicious cup of coffee. In tins and bottles at ..c and ..c.

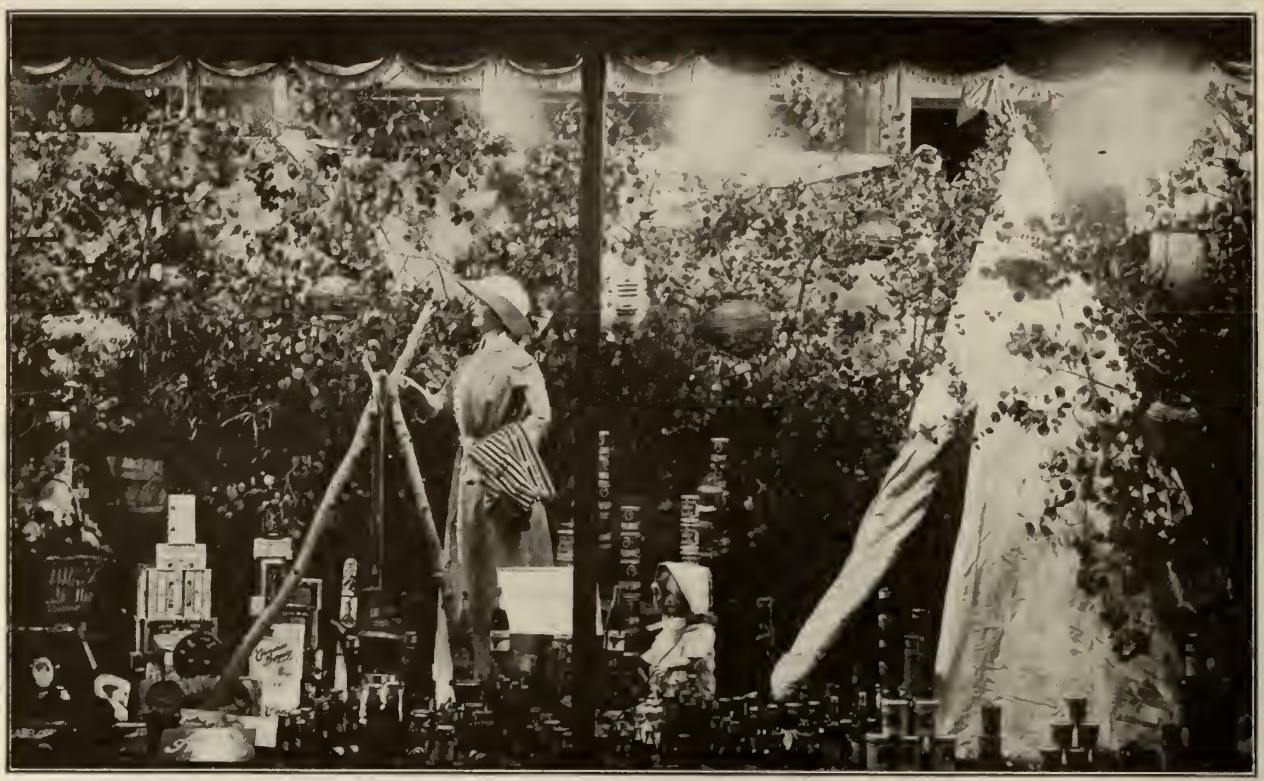
Other lines include canned tomatoes, canned peas, corn and canned soups, and all kinds of canned fruits, canned salmon, sardines and kippered herring, jams, bacon, meats in tins and glass; teas in packages, cocoa, lemon and lime juice. And don't overlook the tobacco, cigars, cigarettes and matches.

PACKED FREE IN CASES OR HAMPERS.

J. K. Brown

17 Main Street **Phone 77**

Suggestion for a newspaper camp goods ad. that will be appropriate next week.



A good suggestion for a camp goods window trim.

"Immediately in front of these towers was a house built of canned fruits, including peaches, strawberries, raspberries, cherries, huckleberries, plums, etc. The sides, front and rear were made by the cans being piled up on end. There was also a porch of canned goods, while the gables were constructed of smaller tins of pork and beans and flat cans of kippered herring. The roof was made of painted shingles, the chimney being a small can of pork and beans, held in place by putty. At night a red electric bulb brightened up the house attractively. It certainly made a fine exhibit.

"In front of the miniature house were short pedestals, neatly piled with such lines as kippered herring, canned soup, condensed milk and coffee, etc. Still nearer the plate glass were attractive little displays of sardines, condensed soup in packets, packet teas, tins of coffee and cocoa, little displays of fancy biscuits on an attractive plate, a few lines of high-class meats and fruits in glass, packages of tobacco, cigarettes and a box or two of cigars, nicely sliced bacon on a platter covered with parchment paper, etc.

"This, however, did not end the campaign. It was merely the beginning of it. Every time a customer came up to the counter, the salesman would ask, after getting her regular order, if any of the family were going on a camping or outing trip within the next month or so. In many instances the replies were in the affirmative. 'Tell the boys'—or Mr. Blank, as the case may be—'to come in and look over our list when they are making their preparations. Also say that we will pack the goods for them neatly in boxes with handles on them, all ready to take with them.' 'You know,' added a clerk whom I overheard talking to a customer, 'one is apt to overlook some essential article for an outing trip, unless he can see a complete list. We have an entire list of goods which anyone could possibly want made out on sheets of paper and by running one's eye over it there is no chance of forgetting anything.'

"This was one sample of the talk which the salesmen in this store gave to customers who were at all interested. It meant that no matter when the outing trip was to be made, anyone whose attention was called to the goods in this store would undoubtedly come in to see them before looking elsewhere. It was advertising, the immediate effect of which could not always be ascertained, but the proprietor told me, personally, that last year when the same thing was tried out they found a great deal of business coming in throughout the entire season for camping and outing foodstuffs.

"Another link in this chain was a large table in the store arrayed with samples of each line shown in the window, as well as a number of others. A neatly-written showcard on this table read: 'Handy Camp Foods — Make Your Selection Here.' I forgot to say that in the window were several cards dealing with particular lines, as well as one large card on top of the centre tower of canned goods with this inscription: 'For Your Camping Trip.' This, together with the fine array of goods and the tent in one corner, made a particularly fine showing, as well as an inviting one. On each of the delivery wagons of the same store was a large showcard on either side reading: 'See Our Display of Camp Goods.' At the same time there was an advertisement running in a local paper giving lists of these goods and calling attention to the approach of the camping season. It seemed to me that the salesmen, from the proprietor down to the office boy and delivery men, were full of this camping season talk. This in itself tended to get widespread attention to their goods and their campaign, and was still another link that brought the people in.

"The boxes in which they did up the goods were empty cases, with holes bored in the end, and ropes, with knots, running through for handles. In some instances simply a block of wood was nailed on to each end of the box to serve as handles. They are particular in that store in opening the cases, so that they had practically all the covers intact to replace when the case was sold with goods again."

Selling Methods of a Retailer

Importance of Personal Salesmanship, Interior and Window Display Once Again Emphasized —Covered Outside Stand for Summer Fruits—Several Lines Concentrated Upon on Friday and Saturday Each Week—Value of the Silent Salesman.

APART from the usual Winter and Spring social functions, business with the retail trade in large cities like Toronto is pretty much as usual. This has been the experience with several of the large firms who in normal times have considerable trade with the wealthier classes in fancy lines for receptions, five o'clock teas and other social functions.

"While we are not selling as much of the high class lines, such as fancy cherries in bottles, fruit salads in glass, fancy jellies and the extra fancy lines of biscuits," stated W. J. Parks, Bloor St., W. Toronto, "we are selling a few of them and our staple goods trade has been splendid."

Mr. Parks who is known from an Association standpoint in Toronto and since the Grocers' Convention in London throughout Ontario, was formerly a traveling salesman. For many years he represented Todhunter & Mitchell in Toronto relinquishing his duties in that respect some five years ago to go into the grocery business. He also operates a large butcher business with a separate entrance from the street and with doors connecting it with the grocery store. This business runs into large proportions as all kinds of fresh and cured meats are handled and during the summer time it gives plenty of window space for showing vegetables in the meat window.

A Large Phone Trade

"The bulk of our trade," said Mr. Parks, "is done over the telephone. We have three telephones in the grocery department and a switchboard in the office with still another phone which can be used by the employees in the butcher department through a slide window. We feel that if we only could get the people to the store, where they could see the goods we carry, we could sell a great many more of the higher class lines. The telephone however, seems to have pretty much revolutionized the methods of the housewife in so far as purchasing her goods are concerned."

Each week the Parks store prepares a typewritten list of a number of lines in the grocery, fish and meat departments to which they want to call the attention of their customers for Friday and Saturday buying. This list is made out on the letterhead paper of the store and copies are left lying on the counter where customers can see them; others are handy to the telephone and a couple are posted outside the store for the passerby. The windows are trimmed on Thursday night with these goods as Friday and Saturday suggestions. Mr Parks finds that by making the window up with this list and by calling customers' attention to them when the occasion arises, considerable extra business is secured. In a recent list there appeared among other lines as follows: Grape fruit, oranges, dairy butter, tuna fish, canned peas, canned tomatoes, summer vegetables for soups, marmalade, raspberry and strawberry jams, pineapples for canning (these are quoted by the dozen). Granulated sugar and tea. The meat list included smoked hams, side bacon, sausage and several lines of fresh meats. In the fish line, salmon trout and halibut were listed. The prices of course appeared in each instance, and in many cases the lines advertised were described with some appropriate adjective or phrase. For instance pineapples are listed as follows: "Choice ripe pineapples for canning." Tuna fish is described as "chicken of the Sea." This is a particularly good feature of the list as these extra words tend to create a desire on the part of the reader to possess the goods so advertised.

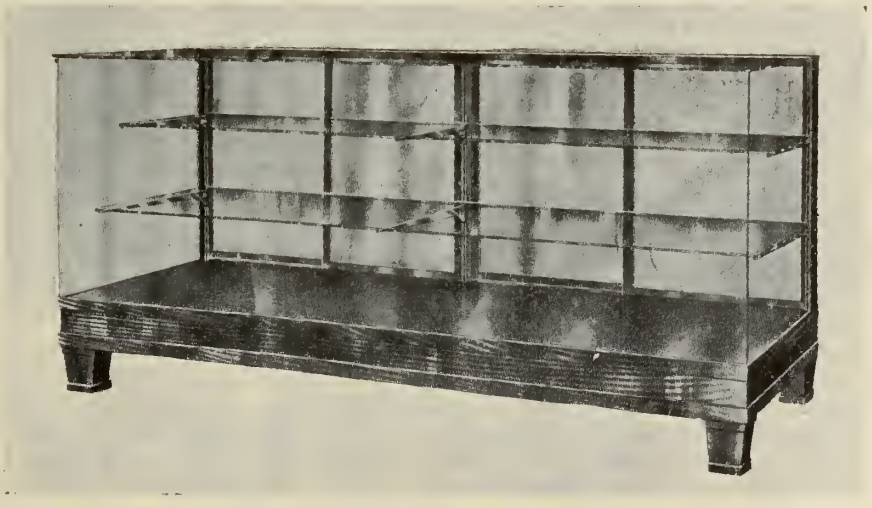
Careful in Fruit Buying

"Yes, we make a profit on fruit and vegetables," said Mr. Parks, in answer to a question. "We have of course got to be careful in buying, for a large percentage of the loss in fruits and vegetables is due to the fact that the retailer has over-bought. We know pretty well ahead what we are going to sell in a given time, and we never take a chance on getting more than we require."

In the provision window the Parks' store has a good idea for showing vegetables. The window slants down towards the plate glass, the floor being of clean, spotless marble. Flat finnanhaddie boxes are used for showing the vegetables, these being carefully cleaned and washed and lined with brown paper before the vegetables are placed in them. Two of these flat boxes are just long enough to fit nicely into the window from the plate glass to the inside when placed end to end. Some of them are nailed together. When a customer wants any vegetable in the window, all the salesman has to do is to slide the box towards him, take out the goods and replace it in the window. The floor being marble, the box slides along quite easily, and as the boxes are covered completely with the light brown paper, they cannot be seen from the street.

During the summer season Mr. Parks has a fruit display stand with a glass cover which he places at the front of the store. This cover keeps the strawberries and other fruits free from dust and dirt and at the same time allows the customers to see the goods while passing. This he finds is responsible for a great many sales. In winter time the case is used for showing fish in the Provincial Department.

In summer the fresh fish are kept in a case in the Provision Department with ice chopped around



One type of silent salesman with an all-glass top and glass shelves.

them. Fish sales amount to a considerable portion of the turnover.

"One certainly has to show the goods these days in order to sell them," said Mr. Parks. "Keep your goods under the counter and there is not much chance of there being a very big turnover in them."

" Take for instance a line like this tuna fish. A year or two ago this was little known by the consuming public. To-day we have quite an extensive trade in it simply because we have introduced it by keeping a tin or two near where the customers stand and explaining its merits after they have given their regular order. The same applies to those biscuits" (he pointed to a small sample tin of fancy biscuits on the counter). "We sell a lot of them simply because the customer sees them and when she stops to look it gives us an opportunity to exert our influence as salesman."

Two large silent salesmen occupy prominent places in this store, one of which is devoted to confectionery and the other to high-class lines such as fruits in fancy glass, fruit salads in glass, luncheon and entertainment dainties etc. These silent salesmen are responsible for a great deal of business and give further proof to the statement that goods must be seen to be sold.

There are two cash registers in this store, one in the meat department and a large one with several drawers in the grocery store. These are operated to keep track of the day's business of each clerk but no cash is placed in them. The customer gets a ticket showing the amount of her bill and this is paid at the office. The clerk rings the amount in the cash register. "A great invention," is the way Mr. Parks designates the cash register.

Four delivery wagons are used to look after the business and one extra is kept in reserve. This dealer believes in employing good responsible men who will take an interest in their work and look after the horse and wagons as if the outfit were their own. His delivery men are all married, for he believes a married man appreciates his responsibilities more than one who has not entered the "blessed state."

"Tea and coffee" he claims, "require a great deal of attention if the retailer is not to suffer losses in trade by selling poor goods. I keep my bulk tea always done up in paper bag packages, lined with parchment, the tea being packed in these bags just as soon as it arrives at the store. I do not believe in allowing loose bulk tea lying around the store even if it is in a tin. That is the reason for much loss of tea trade in stores all over the country." His coffees are kept similarly.

Mr. Parks believes thoroughly in the money-back principle if the customer finds the goods not as they were represented. "You have got to satisfy the customer," he added, "and you have got to become personally responsible for the goods you sell if you are going to hold your trade intact."

On the Watch for Selling Ideas

General Merchant Who in One Day Disposed of Eighteen Suits of Clothes Made to Order—This is an Example of Results From New Ideas—How He Interests the Farmers---Pays for Produce in Full if the Producer Desires.

GENERAL merchants who conduct a men's wear department including made-to-order suits, will be interested in the achievement of a retailer in Chesley, Ont. This is J. S. Jackson, whose stock includes dry goods, ready to wear and men's made-to-order suits, as well as boots and shoes and groceries.

Mr. Jackson is a young man who possesses a great deal of enthusiasm for his work, and is continually on the lookout for new selling ideas. Being not far into his twenties, he naturally associates with the young men of the town and country. He has the agency for a certain line of made-to-order men's suits, and it was in this line that he had one of the best selling days in the history of his store. The traveller of the concern in question had written him that he would be in Chesley on a certain date last autumn with samples of suits. Mr. Jackson took advantage of this trip by asking all his friends if they would like to see some fine suit samples. Of course the majority of them did, and on the day in question when the traveller opened his samples in the sample room of a local hotel, Mr. Jackson's forework had brought in no less than nineteen men to see them. Out of the nineteen he sold eighteen suits. One of these purchasers happened to be in the hotel on the day in question. He was invited in to see the samples. Although it was the first time he had been spoken to, a suit was sold him.

In the vicinity of Chesley, there are as in other places, a great many people who receive the mail-order catalogues, and Mr. Jackson has his troubles the same as everyone else. With the exception of a few lines which are usually inserted as decoys for the reader, he claims he can sell as cheaply as the mail order houses. He always keeps one of their catalogues on the counter, and whenever the question of price arises as to what an article in one of the distant stores cost, he takes the matter up right there with the customer, and he can almost invariably show him that he is not securing any advantages by buying away from home.

Pays Farmer Cash in Full if Desired

One of his methods for attracting the trade of the farmers is by paying them cash for their produce, and every cent of it if they want the money. He figures out that this goes a long way with the farmer and his wife, and he claims that the more farmers he can get into the store, the more goods he is going to sell. On one occasion a farmer's wife came along with some produce and asked him if he would pay her cash for it. He replied that he would. A week or two later her son came back with a large basket of butter and eggs, and he traded the whole thing out with him, with the exception of 15c. These people have been customers ever since. His motto is always—"Treat the Farmers Right."

Here is an example of how co-operation between manufacturer and retailer gets business. A certain manufacturer of a prominent household line agreed with Mr. Jackson to send to each one of his customers a slip of paper which was an order on Mr. Jackson for a sample of this product. Practically every customer brought in the order and received the sample. Repeat orders have since been coming in for this line, and an exceedingly good business is the result. This particular article had been advertised previously in Canadian Grocer.

Mr. Jackson has only been in business two years, and during 1914 he had a $500 increase over the previous year, which goes to dispel the allusion among many that business was bad in that year. It was pretty good for those who went after it strenuously.

Selling Groceries and Grocery Stores

Westmount Man Prefers to Deal in Business Rather Than Stick Behind the Counter Day In and Day Out—Builds Up a Trade and Then Sells Out—Points to Be Learned From The Conduct of His Stores.

By C. B. WALTON.

WHETHER it is better to sell groceries, or to sell grocery stores: that is the question. It was the question put to me recently by J. S. Benoit, 1379 Greene Avenue, Westmount, Montreal, Que.

He was taking an order on the 'phone when I went in, so that I know exactly how he talks to his customers. He talks in such a courteous manner one would almost believe that he was setting out to build up a good business, one that would bring in a nice income, and which could be handed down to his children, and to their children.

When he had finished speaking on the 'phone, I asked him what he had done with his other store, and he replied: "I've sold it. That's my forte." Now, the word "forte" is very much like the French word "fault," and I began to think that Mr. Benoit (who is a French-Canadian) was making a grave admission—to wit, that his worst fault was his inability to stay in one store. When he perceived that I had misunderstood him, he explained that instead of being a fault, he considered his ability to sell his old store a strong point, that, as a matter of fact, he was selling stores right along, and was making a handsome living out of it.

His record is four stores in five years, and he is now negotiating for the sale of his fifth. In business five years, he is only twenty-seven years of age, and has already accumulated some money.

Personally, I thought it was a "fault" rather than a "forte," especially for a man who was starting out in the grocery business seriously; but he whispered in my ear that he did not take it seriously; that he detested the grocery business. It was then that he asked me to answer the question which I have placed in the first line of this article, only he put it in these words: "Which would you rather do—work twelve months in a year for two thousand dollars, or work two months, make the same profit, and have a good time for the remaining ten months? Candidly, I'd rather do the latter. It's monotonous being tied down to a business, always on the job, day in, day out."

In Fine Residential District.

Whatever we may think about Mr. Benoit's methods of making money or about his antipathy to being tied down to business, one must admit that he is unusually fortunate in being able to build business good enough to be sold in a few months at a substantial profit. You must concede that there is something to be learned from this man; that his methods must be money-getters. Heaven knows there are thousands of men who cannot even make their stores pay a good living, much less sell them at a profit.

Sir—I have the pleasure to inform you that I have opened a Grocery at 1379 Greene Ave., near Sherbrooke St.

I have a complete stock of choice Groceries of the very best quality which will retail at most moderate prices.

I promise my prospective clients a first-class service, having only competent and obliging clerks under my personal supervision.

I respectfully solicit your patronage and encouragement.

Yours very truly,
J. T. BENOIT,
Jan., 1915. 1379 Green Ave.

Copy of letter sent out to special list of probable customers—it was printed in script type.

After Mr. Benoit had told all this about his means of subsistence, I went out on to the sidewalk, and had a good look at the place to see if I could observe anything that distinguished it from any other store.

First, let it be observed that the store is located in Westmount, and that Westmount is the West End, the home of many of the elite, the Rosedale or Fort Rouge of Montreal. The store is in a block recently erected, and holds a strategic position as regards one of the best sections of the city.

Looking at it, the first impression I got was of its superior appearance. The fixtures, whatever they cost, are distinguished, and everything else seems to unite in giving the store an atmosphere of tone. In the windows are two heavy glass signs bearing the name of "Benoit," each suspended by massive gilded chains. The sign will often make or mar the good appearance of a store.

The second impression was one of cleanliness. Dust is an enemy to the grocery business. When you can write your name on top of a show case, or anywhere else, it's time to buy a duster. Fancy anybody trying to sell spring cleaning lines in a filthy store. The floor is laid with a strip of good cocoa matting. The clerks wear white smocks, and they must have many changes, for the day I called they looked very clean.

While I was standing there, the delivery van drew up, to which I can apply the same remarks, both as regards cleanliness and quality. In the whole place there is nothing messy, and the back is as clean as the front.

Secured List of Good Families.

As Mr. Benoit's main object was to work up a clientele as quickly and as high class as possible, when he opened up early this year, he did not wait for business to walk in. Through the mercantile agencies he secured a list of families in the district who were likely to bring money to the store, and to each he mailed a letter, excellently printed in script and on good paper. Some of those who came to the store wanted credit, and, after their ratings had been examined, this was permitted if found worthy.

The question naturally occurred: "What do you do with your clerks after the store is sold and you are spending your time at Bermuda?" Mr. Benoit is jealous of his staff, and naturally is not anxious to let them wander away when a business is transferred. To avoid this, he agrees with the new proprietor to allow the clerks to remain until a new store has been opened. As the new store becomes busy, the clerks are withdrawn from the old store one at a time. When the present store was opened on Greene Avenue, Mr. Benoit was the only man behind the counter, with one driver. Inside of two months he was employing five clerks.

LONDON GROCERS' PICNIC ON JUNE 23.

The Retail Grocers' Association, of London, have decided to run their annual excursion to Detroit on Wednesday, June 23rd. It is good for two days. The principal attraction is the game between the Detroit and St. Louis American League ball clubs. Many of the grocers wanted Niagara Falls, but the majority voted for Detroit.

CANADIAN GROCER

ESTABLISHED 1886

The Only Weekly Grocery Paper Published in Canada.

THE MACLEAN PUBLISHING COMPANY
LIMITED.

JOHN BAYNE MACLEAN, President.
H. T. HUNTER, General Manager.

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New York—R. H. Huestis, 115 Broadway, New York; Telephone 8971 Rector. **Chicago**—A. H. Byrne, Room 607, 140 So. Dearborn St., Phone Randolph 3234. **Boston**—C. L. Morton, Room 733, Old South Bldg.; Phone Main 1024.

GREAT BRITAIN—

London—The MacLean Company of Great Britain, Limited, 88 Fleet Street, E.C. E. J. Dodd, Director. Telephone Central 12960. Cable Address: Atabek, London, England.

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RESOLUTIONS OF A LIVE WIRE.

On a recent trip that I made I noticed in a few grocery stores clerks, and in some cases the proprietor, wearing dirty aprons. I asked myself how I should like to eat the foodstuffs that these men handled, and a resolution struck me. In future there shall be no more dirty aprons in my store. I have determined to see that my clerks and myself are always attired in clean, spotless clothes, even if we have to keep a special laundress on the job all the time. There will be no more customers lost from seeing dirty linen in my store.

—*A. L. W.*

The Alberta Convention

THE Alberta merchants, like those in Saskatchewan, New Brunswick and Ontario, discussed some important problems at their convention in Red Deer last week, report of which appears on another page of this issue. President Gaetz in his address to the delegates demonstrated the importance of organization work when he reported that the Asciation had assurance from the Legislature that a Small Debts Court Act would shortly become law in that province. Questions that came up for discussion included transient traders and pedlars legislation; co-operative associations; abolition of weights and measures inspection fee; the reduction of the minimum weight of a carload of flour; seed houses treatment of the retailer; weight of shipment on the bill of lading; the selling of bankrupt stocks; fire insurance, etc. Resolutions were based on these problems and in the majority of cases were passed.

The importance of the retailer to the local community was urged by many speakers, among them being E. Michener, leader of the Opposition in the Alberta House. If what he urged was carefully read and taken to heart by those who are partial to the mail order houses, there would be less money sent out of local communities to enrich the big retail catalogue institutions in the far-away cities.

There was another address on keeping trade at home by H. H. Gaetz, president of the Pharmaceutical Society, which bore evidence of deep thought. The key-note of his talk was struck when he said that to keep trade at home, "we must apply ourselves by efficient means to the service of our several communities, having cleared our path of every artificial obstruction."

There is food for thought in the entire report, and we commend it to our readers.

Caustic Shortage and Soap Prices.

CAUSTIC soda in dry form has been imported into Canada being used in the manufacture of soaps, lye, etc. On account of its extensive use in the manufacture of explosives, the price has gone up from 2¼ cents per pound to 3½ cents with the probabilty of still greater increases. In fact the probability is that in a few months if the war continues it will be unobtainable. The French Government have bought up practically all of the stocks of it in the United States from where Canada gets her supply. This shortage may mean an increase in the price of soap.

Chemical engineers tell us that caustic can be made in Canada in liquid form and be marketed at from 1¾ to 2 cents per lb. They are endeavoring to interest manufacturers in putting up plants to do this. The retailer and consumer will both be glad if this is realized as it will no doubt be a big factor in keeping down the price of soap which appears quite likely to advance.

Hold the Picnic as Usual

FROM news items in the last few issues of Canadian Grocer it will be seen that Associations in various parts of the country are making preparations for their annual outing. This is as it should be. "Business as usual" is our motto. The

merchant should not overlook the fact that he is entitled to a day off occasionally, as well as to a substantial holiday some time during the summer months. That man who thinks he can work from 6 o'clock in the morning till 10 or 11 at night every day in the week and maintain his health for any length of time is entirely wrong. His life is bound to be cut short.

Therefore, the Association which has not yet decided on its annual picnic ought to do so at once. Let the men who serve the public with the necessities of life, get out at least for one day in the year and disport themselves in the pure, fresh air, where petty jealousies, business worries and troubles are entirely forgotten and good fellowship reigns supreme. By all means hold the picnic as usual in 1915.

Why This Exemption?

HAVE the mail order houses of Canada power to change the established plans of a prominent department of the Dominion Government? Readers of this paper will remember that when Finance Minister White introduced his Budget in February, there was a special provision for war stamps. These war stamps were to be put on parcels as well as letters, but later on a memorandum was issued from the Post office Dept. at Ottawa, exempting parcels.

Why?

Can anyone submit any reason other than that the mail order houses got after the Government and practically compelled them to rescind this decision? Wouldn't it have meant a much greater expense to the mail order houses, if this decision had been maintained as originally drawn up, and wouldn't this have meant a great loss to their business? On the other hand wouldn't it have been a splendid thing for the retailer in every district throughout the country? It looks as if the mail order houses had the power of several Cabinet Ministers when it comes to getting things they want. It is a question that should be discussed by retail associations and the full facts of the case brought to light.

Parcel Post Abuses

SENATOR Hitchcock, of the United States Senate, says that the parcel post law existing in that country must be changed. He declares that the complaints concerning it are not due to the original defects of the Bill, but rather to the perversion of the Act by changes made by the Post Office Department. He points out that the Act itself provided extremely low rates for the local transportation of parcels, the intention being to permit the shipment of country produce to the towns and merchandise from the towns to the country, at the lowest possible rate. As administered by the Post Office Department, however, it has been possible for large catalog houses located in New York and Chicago to send their goods by parcel post from a local town to the country within several hundred miles of it. This, he says, has resulted in making the Post Office Department a machine for serving and developing great catalog houses at a very low cost of transportation. It tends to centralize more than ever the business of the country, to injure the country store and the business of the country town.

The Senator says that undoubtedly the Parcel Post Law must be changed in a number of particulars in order to prevent present abuses. He states that out on the Pacific Coast it is actually possible to ship carloads of bricks by parcel post.

An Omaha Congress man further claims that the practice of catalog houses shipping their catalogs by rail to some central point and then distributing them locally by parcel post, causes an expense to the post office department that far exceeds the postage receipts therefore.

Many abuses of the system have apparently developed which were never contemplated when the bill was passed.

A Real Live Service

WITHIN the past month or six weeks there have appeared reports in this paper of three conventions of merchants in Canada. One of these was in St. John, N.B., the second in London, Ont., and the third in Saskatoon, Sask. At each of these conventions Canadian Grocer had a staff representative present, and yet these places are many miles apart; in some cases, much more than a thousand.

This goes to show the widespread character of the MacLean organization. In each case it should be said there was a different staff representative in attendance. It demonstrates the efforts of this paper to present to its readers in every part of the country real live news of what the trade is doing, thinking and talking about. The MacLean organization stands alone in this regard.

Editorial Notes

A GOOD salesman is always attentive to his customer.

* * *

LET THE LIGHT be turned on the dark corners of the store.

* * *

MANY A MAN wastes his time telling other people not to waste theirs.

* * *

A CLEAN PLATE-GLASS is an added attraction to the passing possible customer.

* * *

NOW IS THE time to figure ahead on your recreation this year—what about the weekly half-holiday this year?

* * *

HOW DOES YOUR store look to your customers? Get their perspective and probably there may be a few changes necessary.

* * *

THE APPEARANCE and character of the show cards in the window have a great deal to do with the selling power of the display.

* * *

THE MORE knowledge there is in existence concerning the basis of granting credit and the handling of credit, the better for the business community, and the place to first commence an inculcation of credit knowledge is in our educational institutions.

* * *

ALWAYS LISTEN once at least to the man who brings an idea to you from outside your store. The best stories of battles, places and things have been written by people who were never there. John Howard Payne, who wrote "Home, Sweet Home," never had a home himself.

Red Deer and Vicinity Scenes.

Issues Before the Alberta Convention

Retailers in That Province Getting Through a Small Debts Court Act After Energetic Struggle —They Do Not Like the Dumping of Bankrupt Stocks on the Market for Consumers and Are Working for Change in the System—President Gaetz Urges Necessity of Trading at Home.

Special Correspondence.

RED DEER, Alta., May 26.—The second annual convention of the Alberta Board of the Retail Merchants' Association of Canada, took place at Red Deer, Alberta, on May 18, 19 and 20, Tuesday, Wednesday and Thursday at which nearly every district of the Province was represented, about fifty delegates in all being present.

Three of the much discussed questions were the Mail Order Question, Co-operative Societies, and The Disposal of Bankrupt Stocks. The general feeling was that it would be very difficult to take any very definite action in any of these cases, although the meeting gave no intimation that they would by any means give up the attempt to better these conditions as they exist in the Province at the present time. There were many other matters discussed and instructions given to the secretary to carry out the decisions arrived at.

Addresses by three Alberta men outside of the Association: E. Michener, M.L.A., and Leader of the Opposition, H. H. Gaetz, President of the Pharmaceutical Society and F. R. Freeze, secretary of the Alberta Canadian Credit Men's Association, formed a break in the regular business proceedings. This together with an automobile trip to Sylvan Lake, a summer resort west of Red Deer, made the gathering an enjoyable as well as a profitable one.

The following resolutions were presented:—

RE TRANSIENT TRADERS AND PEDDLERS.

"That this convention is desirous of bringing before the Minister of Municipalities, the question of Transient traders and peddlers with the request that he consider and prepare an amendment to the rural municipalities Act, giving power to deal with such matters."—Moved by A. M. Anderson, (Bawlf), and J. Miller (Stoney Plain).

The secretary explained that villages, towns and cities already had the power to impose a tax on transient traders, and peddlers.—Carried.

RE CO-OPERATIVE ASSOCIATIONS.

"That the secretary is hereby instructed to write the secretary of the Canadian Credit Men's Asscoiation thanking them for the resolutions re Co-operative Associations and expressing appreciation of same."—Moved by G. A. Smith (Innisfail), and Mr. Cruickshank (Hillcrest).

This refers to the resolutions mentioned in the President's address.—Carried.

RE SMALL DEBTS COURT ACT.

"That the president for the ensuing year shall, when elected appoint a committee (which may consist of the executive board), to draw up and submit to the Attorney General Dept., additional suggestions regarding the Small Debts Court Act now under consideration by the Government."—Moved by Mr. Greensides (Lougheed) and A. M. Anderson (Bawlf).—Carried.

The members called for a copy of the proposed act.

RE THE ABOLITION OF WEIGHTS AND MEASURES FEE.

"That this convention feels that the imposition of a fee upon the individual merchant under the Weights and Measures Ordinance is an injustice and the secretary is hereby instructed to take the matter up with the Dominion Board with a view to having such fee made a public charge."—Moved by H. H. Gaetz (Red Deer) and Mr. Greensides (Lougheed).—Carried.

At present the **merchant** has to pay the Government for having his weights and measures inspected for the protection of the **public.**

REDUCING MINIMUM WEIGHT OF CAR LOAD OF FLOUR.

"That it is the opinion of this convention that the minimum weight of a car load lot of flour should be fixed as follows:—40,000 lbs. at the new rate or at the option of the purchaser 30,000 at the old rate."

N. B. Good of Lethbridge, explained that formerly 30,000 lbs. was the minimum, but the rate had been reduced per car and the minimum had been raised to even things up. As some of the merchants do not want such big lots and are willing to pay an increased rate and get a smaller lot, so the purpose of the resolution was to give the purchaser the option of using the old system or the new one.—Moved by Mr. Cruickshank of (Hillcrest), seconded by J. Miller of (Stony Plain).—Carried.

SEED HOUSES TREATMENT TO RETAILERS.

"That the secretary obtain further information regarding this matter and take such steps as are necessary in accordance with same in conjunction the executive," Some of the delegates claimed to be securing good treatment so resolution was laid over.

RE SHIPPERS STATING WEIGHT OF SHIPMENT ON BILL OF LADING.

"That this convention endorses the suggestion contained in letter of April

27 from the Canadian Credit Men's Association—that shippers state weight of shipment on all bills of lading."—Moved by W. T. Coote (Red Deer) and N. J. McDermid (Calgary).

RE SELLING OF BANKRUPT STOCKS.

"That the secretary take up the matter of the disposal of Bankrupt Stocks with the secretary of the Canadian Credit Men's Association."—G. A. Smith (Innisfail) and G. A. Studer (Didsbury), strongly urged that something should be done to prevent these stocks being unloaded in competition with the retail trade. The officials will go into this matter this year.

RE FIRE INSURANCE.

"That the Dominion Board be requested to take up with the Dominion insurers in obtaining redress or satisfaction from the Board of underwriters so that some means be provided to remedy this disability."—This was withdrawn.

The evening session of the first day consisted of addresses of welcome from Mayor Carswell of Red Deer, W. B. Welliver, president of the Board of Trade, and T. A. Gaetz, on behalf of the Red Deer Branch of the Retail Merchants' Association, following which came the addresses of E. Michener, H. H. Gaetz, and F. R. Freeze.

THE SELLING OF BANKRUPT STOCKS.

Following Mr. Freeze's address a discussion ensued regarding the selling by the Canadian Credit Men's Association. of bankrupt stocks and many minor misunderstandings between this Association and the retailers were cleared up. But time did not permit of as thorough an understanding as some of the delegates would have liked, and on Wednesday a resolution was passed that the secretary go more fully into this matter with Mr. Freeze at a later date.

Address of the President.

In his address, T. A. Gaetz, the President, said in part:—

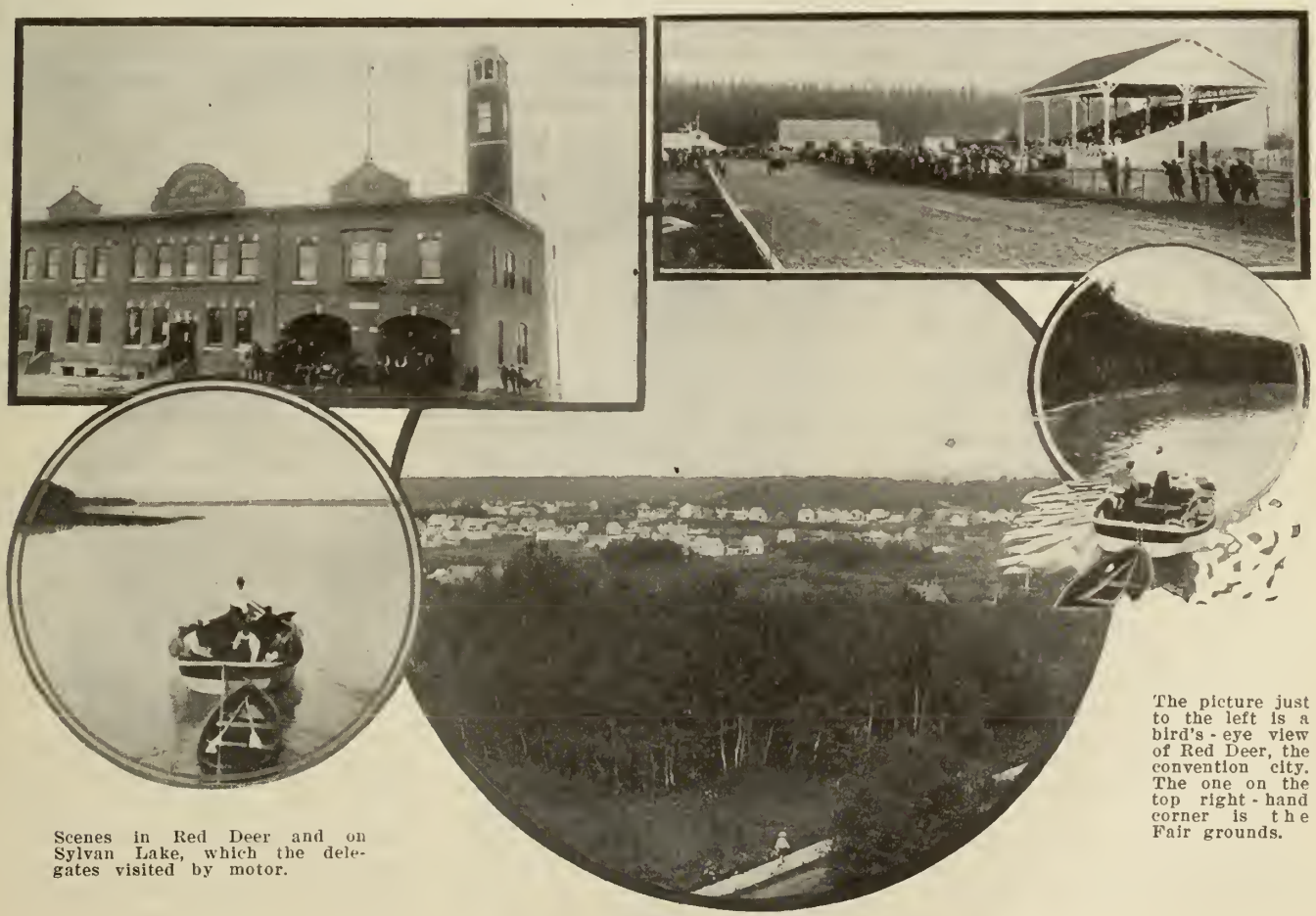
"During the year we have enlarged our Association from 80 to about 135 branches—that is to say we are now represented in practically all the larger towns of the province. This organization has not been accomplished without a great deal of expense and hard work and this work has fallen largely on the secretaries. As a proof of the value of organization, let me point out to you the fact that at last we have had a Small Debts Court Act brought before the Provincial Legislature which is now before the Court of Appeal for consideration and ratification, after we are assured by the Attorney-General's department it will come again before the House at the next session and will be passed. We have also been successful in obtaining the passing of amendments to the Mechanics Lien Act which will prove of great benefit to the lumber, hardware and builders' supply trades.

Selling to Co-operatives.

"We have also been able to come to an understanding with the wholesale trade with regard to the selling of goods to Co-operative Associations and to consumers direct. This cannot be accomplished at one stroke but by continued united effort we will soon be able to say that all goods sold to the consumer go through the proper retail channels. Individuals could not bring about these results. Single towns or cities could not accomplish them—it is only by the unison of the whole of the province that we have been able to do what has been done.

"We have been able to assist our members by preventing them from making bad debts. Bad debts are the greatest menace to our financial standing and I think that the majority of assignments in the past have been induced by bad debts. A better condition of our accounts can be brought about by our keeping tab on our delinquent debtors and reporting them to one another. That is a matter in which the local branches

(Continued on page 31.)



Scenes in Red Deer and on Sylvan Lake, which the delegates visited by motor.

The picture just to the left is a bird's-eye view of Red Deer, the convention city. The one on the top right-hand corner is the Fair grounds.

Special Addresses at Red Deer Convention

Member of Parliament's Appreciation of the Retailer—A Valuable Asset to the Community—Keeping the Home Trade at Home—Business is Service—Attractive Stores and Goods Play Important Part—Financial Conditions.

E. Michener, M.L.A., and leader of the Opposition in Alberta, eulogized the retailer when he said:—

1. The retail trade builds up centres of population for the convenience of settlers.

2. Supplies through these centres make a home market and also a distributing point for farm products.

3. Creates increased values in town and farm lands.

4. Stimulates wholesale trade and manufacturing.

5. Promotes social, educational and religious advantages among the people.

6. In a general way helps to provide all modern conveniences such as telephone, electric light, water, and sewerage systems incident to a community interest.

7. Contributes to the general development of prosperity of the people of the Province at large.

Along with the cultivation of the land there necessarily grow up natural centres of trade for the convenience of the settlers, hence numerous small centres of population grow up, and principally along lines of railway transportation at strategical centres where railway lines meet, large centres of trade are established. An old principal of political science was that only the producer was an asset to a community, but it is now generally conceded that everyone that contributes something to the general good is an asset. These centres are not only a convenience for the settler to get supplies, but also as a distributing and marketing centre. The question as to the necessity of the retail trade is whether or not the consumer could get the goods cheaper from the wholesaler or manufacturer. The wholesaler saves clerical work as well as freight rates by selling in bulk lots, but if he supplied small lots the additional freight or express and clerical work would amount to as much as the retailer's legitimate profit, and at the same time he would not have the advantage to exhibit his goods when and where they are wanted as the retail stores do. The same thing applies to mail order houses—a customer seldom reaps any benefit by sending away from home for his goods.

The man who will be loyal to the interests of his community will be loyal to the wider interests of his Province and his country.

KEEPING THE TRADE AT HOME.

H. H. Gaetz, president of the Pharmaceutical Society, spoke on "Keeping Trade at Home," saying that the retail merchant who is so valuable a member to a community, and who furnishes employment and an excellent home market for farmers' products should not have his infant enterprise crushed by larger and more solidly established concerns in other communities. He questioned the utility of appealing to sentiment to keep trade at home. The ordinary retailer cannot buy direct from the manufacturer because of agreements between manufacturers and wholesalers, but the big retail concerns with which he must compete to keep trade at home are under no such disability.

"You have here in this organization an instrument capable of being made a very powerful factor if only it be made sufficiently cohesive and have the general support of Canadian retailers. Legislation should be invoked to maintain equality of opportunity; one man's dollar should be as good as another's, although as a matter of fact it is not," he said. The only force available to keep trade at home is that of attraction, and the store and the church are close parallels in this particular. The get-rich-quick impulse seems to be in the very air in this country, but experience of others teaches us that haste to acquire financial success is folly. Service is the hand-maiden of efficiency, and it is a great factor in keeping trade at home.

It was a politician and not a business man who gave currency to the epigram "Business is business"—it is nothing of the kind, and the wise merchant recognizes that business is service. "To keep trade at home we must apply ourselves, by efficient means, to the service of our several communities, having cleared our path of every artificial obstruction. Only in this way can we accomplish our aim and through it attain success."

• • •

TAKING OVER BANKRUPT STOCKS

F. R. Freeze spoke of the financial stress that has been "hitting the West more that any other part of Canada." He said that during the last year there was a total of $35,000,000, in failures in the country, which is more than double any previous year in the history of the Dominion. "Three years ago," he declared, "capital came freely from the Old Country, and emigrants came over. Now there is no money nor emigrants coming in. One of the principal causes of this state of affairs, is, of course the war." Mr, Freeze stated that quite a number of merchants failed because they lacked knowledge and capital. "It is not unknown to us," he said, "that estates go into the hands of assignees with debts two or three times the amount of the capital started with." It had been suggested to him by some retailers that wholesalers should take back bankrupt stocks, but this was not at all feasible. Another suggestion was that storage depots could be established and the stocks sold by travelers, but he did not think that this scheme would please the country merchants very well. Questioned by a delegate he admitted that the wholesaler was to a certain extent to blame for some of the retailers being overstocked. He suggested that the retailers themselves should buy these stocks.

The delegates generally considered this to be the best way out of the difficulty, and this was often done, but in very many cases a retailer has so much stock on hand that he is unable to handle any more.

Letters to the Editor

Editor Canadian Grocer.—When buying butter in 1 lb. blocks, we often get them under weight, and although I have often called the seller's attention to it, it remains the same.

In cutting the so-called pound in two halves, both are short of the half pound or the one may be 8 ozs., and the other 7 ozs.

Perhaps, if Canadian Grocer called attention to this, it would have some effect, for each pound block ought to be full weight because we pay for it.

RETAILER.

Why not say NO when a man who is poor pay asks for further credit? You make no money on goods not paid for.

Some customers do take up more time than they should, but you cannot let them know it without the likelihood of driving them away to stay.

Turning the Waste Paper Into Money

Experience of One Grocery Firm With Paper Baler—What it Cost to Instal and the Value He Places Upon it—One Great Advantage is That it Keeps the Store Cleaner—Paid for Itself First Year.

DURING the past couple of months several enquiries have been received by Canadian Grocer from readers in different parts of the country in regard to a baling machine for waste paper. So far as our investigations go there are not many of these machines in use, and where they are in use they are being found a very profitable investment.

One retail firm that is making good use of a paper baler for waste paper is the Robert Barron Co. of Toronto. In conversation with a Canadian Grocer representative the other day, Geo. Barron of that firm, stated that his baler was certainly a paying investment.

"We bought the baler, somewhat over a year ago," he said, "paying $50 for it, and in the first year it easily paid for itself. What we make in the future from waste paper is clear profit. Any waste paper that is lying around the store we shove into this baler, and as soon as there is a sufficient quantity it is pressed down to leave room for more. When the baler is full, there are wires which go around it, and it is turned out in a firm compact bale. Each of these bales weighs about 100 lbs., and we have a couple of so of them every week.

"While just now the price has dropped somewhat, some months ago we were getting 30c a hundred for this paper which formerly went into the garbage barrel."

Anyone can figure out for himself just how much a retailer will get in a year from his waste paper at this rate. Two and a half bales means around 125 in a year, which at 30c would bring in the neighborhood of $40. The first year the Barron Co. used the baler, however, they sold sufficient waste paper to pay the original cost—$50.

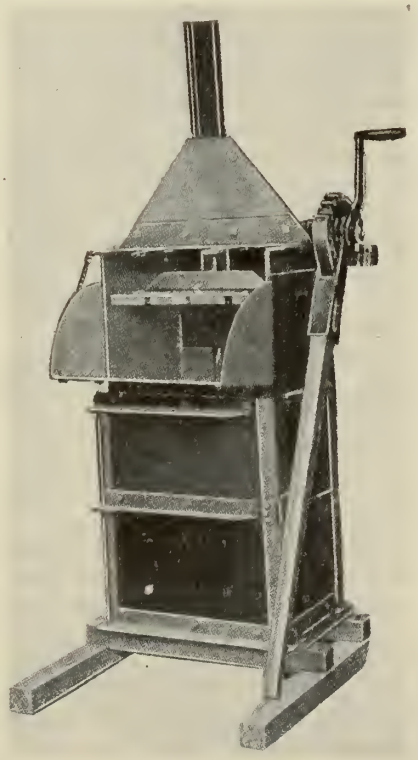
Money Saved in Another Way.

"Apart from the fact that the baler is paying for itself in this way," added Mr. Barron, "we save money in other respects. Formerly we had four or five barrels of garbage every day, the majority of which was waste paper, and we were threatened with an extra charge on account of this large quantity. The baler has eliminated that. Now one barrel will easily hold the day's garbage. Then there is the fact that you can keep the back of the store much more clean by having a certain place to put the waste paper. Instead of it being thrown in the barrel, which was usually overflowing and allowing the waste paper to tumble down the back cellar steps every day, it is thrown into the baler, and the store is kept cleaner and with no extra trouble whatever. The same applies to the back yard. Formerly there used to be paper lying all over it, but now this is all taken care of by the baler.

"It is easily worth the money," he declared, "to keep the place clean."

There is always a good sale for waste paper among the larger junk dealers, and paper manufacturers, and while just now the market is not quite as high as usual, it will no doubt be better later on. The operation of the baler is very simple. The paper is thrown into it, and is pressed down from time to time with a flat cover operated by a lever and cog-wheels. It requires little strength to do this. The baler in the Barron store occupies a small corner about 2½ or 3 feet square off a passage way to the side door, and is not in the way of the clerks and delivery men at all.

Retail merchants who have large quantities of waste paper lying around which is thrown away from time to time, should consider carefully whether this loss could not be turned into a profit. At six dollars a ton it would only mean a little over eight tons of waste paper to pay for a $50 machine. There are of course machines of different sizes to suit different businesses.



One type of waste paper baler being used in grocery stores.

RED DEER AND VICINITY SCENES.

(Continued from page 29.)

can make themselves effective and of great value to the themselves.

Against Mail Order Buying.

Then another great evil in our business is the mail order or catalogue house problem. We are and have been working on this question for some time, using its influence with the eastern manufacturers in getting them to refuse to supply these houses and in a great many cases we have succeeded. We for our part are doing our best at this end to educate the purchasing public to realize the folly of sending their money out of the province instead of supporting their home town. We are trying to show them that the value of their farms or property depends upon the progress of the adjacen town, and that the progress of the town depends upon the financial stability of the retail merchant. He is the backbone of the community. We are trying to get the Legislature to realize the enormous drain that these mail order houses are on the resources of the province. We are endeavoring to obtain an amendment to the Municipalities Act, so that local authorities will have power to deal with the matter.

"When we realize that the orders and cash sent out of each town district is equivalent to an extra store doing a cash business of upwards of sixty thousand dollars a year it is appalling and yet individually we can do nothing much to prevent it except to educate our home public to support their home district. Any effort to keep this trade where it belongs deserves the support of every retail merchant of the province, it affects every one of us.

"Another trouble we have is the disposal of bankrupt and assigned stocks. We are hoping to come to an understanding with wholesalers re this."

Treasurer N. J. McDermid (Calgary), presented the financial statement. Secretary W. H. Andrews (Calgary), in his report said that he had recently attended the convention of the Saskatchewan Board at Saskatoon and that he had obtained authority from the Dominion Board through their President, B. W. Ziemann to go ahead and organize British Columbia and form a joint Board with Alberta until such times as British Columbia could maintain itself.

All three reports were adopted. A hearty vote of thanks was tendered the Red Deer members for their kindness in arranging the auto trip ot Sylvan Lake.

On the Mercantile Firing Line

Address on Salesmanship by Professor Neystrom Before the Saskatchewan R.M.A. Convention —How Ideas Get Into Peoples' Minds—How Sales Have Been Lost.

So much has been said and written of salesmanship—so varied have been the angles from which the subject has been treated, that dealers perhaps become impatient at times, feeling the men who write and speak are theorists, not men who have seen service on the mercantile firing line. No such feeling prevailed when Paul H. Neystrom, Professor of Political Economy at the University Minnesota, finished his address at Tuesday evening's session of the Saskatchewan convention. Having served in a general store himself, Prof. Neystrom knows the practical side. He spoke of the psychology of selling, it is true—but it was very practical psychology. As he said: "The main thing is to bring your customer to know what you know about your goods. You want the customer to appreciate the goods as you do. This is the great problem of salesmanship."

There must in every business be buying, accounting, advertising, window dressing—but all these things are to the end that goods may be sold. And the success in this selling depends not only on the employer, but "on John and Mary who serve behind the counter."

Salesmanship in Schools.

To make sure that John and Mary do good work they must be trained. Prof. Neystrom spoke of classes in salesmanship operated in some stores; threw out the suggestion that some phases of the subject might well be taught in the public and high schools; then proceeded to his main theme—a straightforward explanation of the manner in which the knowledge the salesman possesses of his goods may best be brought home to the customer, so that to this customer will come the desire to possess.

When considering salesmanship, Dr. Neystrom asserted, psychology must of necessity come under scrutiny. The word sounds forbidding, yet psychology simply deals with the question of how ideas get into people's minds, and how they work after they get in. Salesmanship is closely connected, for it is simply getting the right idea into someone's mind, and having it work right when it gets there.

How the mind, or the brain, is reached by nerves, conveying sensation from nose, eye, ear, fingers and tongue, was outlined; then in detail Dr. Neystrom proceeded to indicate the ways in which the right sensations—the purchase compelling sensations—could be sent along these sense nerves by the skilful salesman; how not only one sense, but all the senses, should be played upon to effect the desired end: a purchase.

People are not alike. Some learn more through the eye than through the ear; some just the reverse. But, as a matter of proven fact, more learn more by the sense of touch than they learn through the eyes or ears. Some have ears and hear not; eyes and see not; but all seem possessed of a touch sense which conveys knowledge. Touch helps out all the other senses. The child knows its value. All should. Sight may prove deceptive; touch seldom or never does.

"You'll see what I mean," continued the speaker, "if you have two counters, one with goods in easy reach, one with the goods behind glass. You will find the counter where the goods can be felt by far the more popular.

How a Sale Was Lost.

"I remember," he proceeded, "seeing a salesman explain a kitchen utensil. He explained it well, and three times the woman reached out, unconsciously almost, to take hold of the article. Three times the clerk, without any discourtesy, kept the utensil in his own hands. He was interested in his talk, but when it was over the woman went out. Three opportunities to let her learn through her sense of touch as well as her sense of hearing the clerk had let pass.

"Mail order houses," said Dr. Neystrom, "can not appeal through the sense of touch. This is a big loss, and one which they feel, for, as the advertising manager of the Sears Roebuck Company said to me: 'We write descriptions so those who read will imagine how things feel.'"

In a St. Paul hotel Dr. Neystrom had heard a salesman for the National Cash Register of Dayton explain a new telephone register to a department store dealer. Several times the dealer reached out to make some connection, but always the eager salesman anticipated his wish. The merchant seemed impressed, but left without placing an order. Then the vice-president of the Dayton Company, who had been at the back of the room with Dr. Neystrom, laid his hand on his salesman's shoulder and said: "Why the devil didn't you let him handle the machine!"

The man had missed making his appeal through the sense of touch.

This is a big point in selling shoes. If possible get the shoe on before it is inspected. If it feels right, that goes a long way toward making it look right. So with clothing—yet here the clerk should say how well this fits. Make the point through the feeling, the appearance and the assurance. "Handle the articles," advised the speaker, "as if you appreciated them. That brings sales."

Touch and Life Insurance.

A life insurance agent accounted for his success by saying he carried always some cards bearing a few facts about his policies. One of these he would give his prospect. Thus he secured the cooperation of the sense of vision in conveying the impression he desired to the mind, and at least he prevented the sense of touch from working on foreign things.

The Poker Face.

Clearly the speaker made another point, that every idea which enters a customer's mind tends to be expressed. Something will be said of the goods, or by some—perhaps slight—facial movement. Approval or disapproval or disinterest will certainly be evidenced. The best sales people are those who are able to read these expressions. It is not easy. Many strive to hide their feelings. You buyers acquire a poker face for presentation to the commercial travelers, yet often the expression can be read.

Never is it possible to be sure of what will satisfy a customer. Customers are different at different times. But start off, get the right expression, then follow along that line.

Also important is getting the prospective buyer in the right frame of mind. "One salesman," Prof. Neystrom declared, "always begins his work with a question to which the customer can not give other than an affirmative answer. He gets him in a yes saying habit."

Get some opinion from your customer whatever you do, urged the speaker, if you can't in any other way make a statement, and say "Don't you think so?"

Colors Make Men Smoke.

Proceeding, were related, the experiments made by various firms, which have seemed to indicate that even the painting of a store has an effect on the volume of purchases. The late president of the United Cigar Company, was a great believer in this. "Why," he once

(Continued on page 41.)

THRO' OTHER SPECTACLES

The Ad. That Pays

From the Tradesman, Omaha.

When the attention of your customer or possible patron is attracted to your ad. in glancing at the paper, as she is about to do her dishes, and when she sits down to peruse it, letting the water cool off, then you have an ad. that is going to get results. General advertising is not going to do this. It has to be specific. It has to be seasonable. It has to be so gotten up that it will attract her attention in the first place, then hold it, and lastly create in her a desire for it. A mere announcement run in slightly different form in each issue, stating that John Jones is a reliable dealer, and has the best of everything at reasonable prices, will not have much effect. Instead make the headline of the ad. bear on something that she is apt to want at that season of the year. Then follow it up with a short snappy description of the articles, maybe only two or three words for each, and the price. The successful retailer's ad. must be up to date. It must boost something that the reader will want right away at that time. Otherwise it is money largely thrown away.

* * *

The Jitney Grocer—Next?

From Interstate Grocer, St. Louis, Mo.

The "jitney" grocery store has arrived, according to advices from Milwaukee, Wis., where what is claimed to be the first exclusively 5 and 10-cent grocery store is shortly to be opened. Nothing will be sold at the store over 10 cents at retail and all goods are in sacks, bottles, cans, cartons or boxes. The establishment is to be conducted on the "cash with order—no delivery system," and no perishable goods of any kind will be handled.

If the initial venture is successful, it is the intention of the promoters to establish a chain of these stores, starting with Milwaukee and eventually covering the whole United States. It is understood that it is not the intention to cut prices, but that the stores will handle only articles found in the ordinary grocery store that sell regularly at 5 and 10 cents.

Just what advantage will accrue to the consumer through trading at the "jitney" store is not apparent, however, if prices on standard goods are not to be slashed. Certainly, people are not going out of their way to trade at this store, paying cash and carrying the goods home, when they can get the same goods at their regular grocer's, have them charged if necessary and delivered.

* * *

Those War Orders

From the Canner, Chicago, Ill.

Evidently there is a very general impression that canned foods figure rather extensively in the much discussed "war orders" being placed in the United States by the European belligerents. The "Boston News Bureau," a financial journal of importance, declares that "The expenditures for wheat, provisions, canned goods, etc., are entirely additional and no other word than stupendous can be applied to the facts."

So far as canned goods are concerned, the "Boston News Bureau" is decidedly off regarding its facts, for to date only a negligible quantity of canned foods, aside from meats and some salmon, has been bought by the warring powers. Exports of canned meats have been materially increased by the war, and Great Britain has bought moderate quantities comparatively, of canned salmon, also a few sardines, and that's the extent of the "war orders" to date. In other kinds of canned fish, and in canned vegetables and fruits, the additional business which can be credited to the war hasn't amounted to a drop in the bucket, nor does it appear likely to.

On the other hand, the war has been the direct cause of shrinkage in our canned food exports, for example, lobsters. Aside from the items mentioned, "war orders" for canned foods are almost entirely mythical. Canners of tomatoes and peas would be most grateful for "stupendous," or even fair sized orders from the allies, or anybody else, but the chances of getting them appear exceedingly slim.

* * *

The Over-weight System

From Irish Grocer, Belfast.

That form of competition and of advertisement which consists in giving, or in purporting to give, a greater amount of goods than the customer pays for, is becoming felt as a nuisance in several branches of the trade. At the annual Conference of the Off-License Holders' Association the system of giving what is called "the long pull" has been strongly condemned. It began in an honest and well-meant endeavor to secure that the customer got the full measure of what he paid for, by giving a little extra, but competition has made it a form of advertising, and it has become a tax and a nuisance to traders. Another system equally to be condemned is the overweight system. It differs from the "long pull" system in that it trades on the credulity of the uneducated public, for, incredible as it may seem, we presume that there are some people who actually suppose that they are getting a bargain when they pay the price of 1½ lb. of some article and are sold 1 lb. and "given" a ½ lb. overweight, and who would feel that there was something less satisfactory in avowedly buying and paying for 1½ lb. The difficulty lies not in seeing that the system is a bad one whatever way one looks at it, but in finding a remedy for it. Two kinds of remedy have been suggested. It has been said that proceedings might be taken against a trader selling overweight, on the ground that he has by doing so offended against the Merchandise Marks Act by giving a false trade description to the goods; we greatly doubt whether a sale of the kind involves the giving of any false trade description of the article sold, the falsity lies in saying that a present is being given of another article, and it is the description of that other article which is false; at the same time it may be that such a sale is an offence against the law, and if so there is an easy means of putting an end to a nuisance. Another suggestion has been made that a law might be passed prohibiting such sales; this we think is a mistaken idea: traders have quite enough statutes to remember to obey without any new ones. The proper remedy is by the action of trade associations, who by the united efforts of their members could put an end, if not to the whole system, at all events to the more flagrant abuse of it.

TO COBOURG ON JUNE 23.

The Toronto Grocers' Section of the Retail Merchants' Association have definitely decided to picnic at Cobourg this year on June 23 (Wednesday). The steamship Turbinia has been secured for the occasion and there will be no other excursion on board that day.

THE CLERKS' PAGE

Maxims from Salesmanship Talk

Harry Fogelman of Chicago gave a talk on "Salesmanship" at a luncheon in Windsor, Ont., given to the grocers of the district by the Neal Bread Co.

In the course of a forceful address Mr. Fogelman laid great stress on the necessity for organization and the marshalling of all forces that go to make a success of the grocery business. But the advice he gave was not only applicable to the grocers but to all business men desirous of building up their institutions. Following are a few pointers in his talk:—

"An institution is no stronger than the weakest employe."

"No transaction is a just transaction unless it is profitable for both parties."

"Service is all that any institution has for sale."

"The customer is king immediately he puts his foot across the threshold."

"Anyone can give away goods but it takes a salesman to sell goods at a profit."

"The best advertiser is the wagging tongue of the satisfied customer."

* * *

Montreal Grocery Clerks' Picnic.

The Montreal Grocery Clerks' Union will hold its annual picnic at Ste. Rose on the 9th of June; trains will leave Place Viger station at 9 a.m. and 12.30 p.m. A splendid program of sports has been prepared and over $600 worth of prizes will be given to the winners of the different contests, a baseball game between a Montreal team, and one of Ste. Rose will be played on the picnic ground and an orchestra has been engaged for the dancing contest.

The Union has to-day 517 members employed in grocery stores in Montreal. Members out of work are requested to send their name and address to 109 Ontario East, Tel. 1121, where demands for reliable clerks are constantly coming in. One of the prizes will be a year's subscription to "Canadian Grocer," given by the management.

* * *

A Pencil Problem.

Dear Sir,—There is another problem for your clerks' page. A teacher sends a boy to the store for lead pencils. The clerk tells him the prices are as follows: "This line is two for one cent; these here are two cents each, and these are two for five cents."

The boy wants twenty pencils for twenty cents, and some of each kind. Figure it out.

Chapeau, Ont.

* * *

Some Practical Advice

A prominent association worker was visiting a man who had not taken so vital an interest.

'I pay my $5. The Association has it and that's about all they want from me, isn't it?"

"My dear sir," was the reply, "look at that clock on your desk. Do you put it there and expect it to run itself without winding?"

The non-worker hesitated only an instant.

"You're right," he said, extending his hand to the other. "From now on I am an active worker in your cause."

He has been as good as his word.

* * *

Don't let the unimportant little tasks accumulate until they overwhelm you. Keep those things done right up to the minute all the time.

WHAT WOULD YOU DO?

A woman sends to your store for a can of salmon. When the salmon arrived she opens the tin and comes to the conclusion that it is not good and returns it to your store. You test it personally, and find that the salmon is absolutely good, that there is nothing at all wrong with it. Probably the color is off but it is one of the cheaper grades. You carefully point this out to the customer who still refuses to take it. What would you do? Would you take back the goods or would you judiciously insist on the customer keeping the tin that has been opened?

This is an actual case in the experience of a certain Canadian retail dealer, who wants to know what others would have done if they had had the same experience. Please send your answer to The Editor, Canadian Grocer, 143-153 University Ave., Toronto, as early as possible.

THE ENCYCLOPEDIA

TIME REQUIRED FOR DIGESTION.

The table following gives the average time employed in the digestion of the foods named, according to one authority on the subject. No absolute deductions can be made from the figures, but foods which take longer than four hours for the process are generally undesirable, except in limited quantities.

	Hours.	Min.
Apples (raw)	1	25
Apples (stewed)	1	35
Beans (boiled)	2	30
Beans (puree)	1	30
Beef (lean, rare, roasted)	3	00
Beef (stewed)	2	45
Beef, fresh, salted (boiled)	2	45
Beef, old salted (boiled)	6	00
Beefsteak (grilled)	3	00
Beets (boiled)	3	45
Bread	3	30
Butter (melted)	3	30
Bread and butter with coffee	3	45
Cabbage (boiled)	4	30
Chicken (boiled)	2	00
Chicken (fricasseed)	2	45
Chicken (roasted)	4	00
Cheese (old)	3	30
Duck (roasted)	4	00
Eel (roasted)	6	00
Eggs, fresh (raw)	2	00
Eggs, fresh (whipped raw)	1	30
Eggs, fresh (soft boiled)	3	00
Eggs, fresh (hard boiled)	4	00
Eggs, fresh (scrambled)	3	00
Fish (other than fat varieties boiled)	1	30
Fish (other than fat varieties fried)	3	00
Hashed meat (warmed)	2	30
Liver (calf's, fried or sauteed)	2	30
Liver (beef, fried or sauteed)	3	00
Lamb (grilled)	2	30
Lentils (boiled)	2	30
Milk (raw)	2	15
Milk (boiled)	2	00
Mutton (boiled or broiled)	3	00
Mutton (lean roasted)	3	15
Oysters (raw)	2	55
Oysters (stewed)	3	30
Onions (stewed)	3	30
Peas (boiled)	2	30
Pig, suckling (roasted)	2	30
Pork, fat (roasted)	5	15
Pork, salt (boiled)	3	15
Potatoes (baked)	2	30
Potatoes (boiled)	3	30
Rice (boiled)	1	00
Sausage, fresh (grilled)	3	30
Spinach (stewed)	1	30
Salmon, fresh (boiled)	1	30
Turkey (roasted or boiled)	2	30
Turnips (boiled)	3	30
Veal (roasted)	4	30

CATALOGUES AND BOOKLETS.

Canadian Grocer is in receipt of a book on spices giving their botanical origin, their chemical composition and commercial uses. The author is Joseph K. Jank, of St. Louis, Mo. This book goes carefully into the various spices, herbs, leaves, seeds, etc., telling where they are grown, information about their manufacture, what they contain, the standards existing in the United States on each, and a great deal other valuable information. Any one interested in spices will find this book a valuable one.

CURRENT NEWS OF WEEK

Quebec and Maritime Province

H. A. Smith, general merchant, Brome, Que., has sold his stock to G. M. Owens.

The Made in Canada Grocery has registered in Montreal; also the modern Gun Supply Co.

Glasier D. Currie recently opened a grocery store at 201 Aberdeen St., Fredericton, N. B.

The People's Exchange Limited, general merchants, Ayers Cliff, Que., have obtained a charter.

The West India Company have moved their offices from the St. Nicholas Building, Montreal, to 428-429 Corristine Bldg.

Lt.-Col. Gunn, O.C. of the 24th. Victoria Rifles, and president of Gunns Limited, has arrived safely in England with his troops.

A small store owned by Madame Bergeron, at 1552 Bordeaux street, Montreal, was considerably damaged by fire on Friday night last.

William C. Christmas, importer, St. Nicholas Bldg., Montreal, has been confined to his bed for several days, but is now on the job again.

Harry S. Boright, who kept a general store at Sutton, Que., until compelled by failing health to relinquish it, died on Sunday, May 9, aged 58.

Zephirin Hebert,, president of Hudon, Hebert & Co., Ltd., Montreal, has spent considerable time of late in the interests of the Red Cross Society.

Ontario

Harvie & Co., grocer, Toronto, are succeeded by R. Beattie.

P. J. McDonald has opened a grocery store in Port Arthur, Ont.,

Berlin, Ont., merchants will close at 5 p.m. five days a week in July and August.

B. W. Carr, grocer, Sarnia, Ont., has put in a handsome new front to his store.

Fred Foster for many years with J. D. Mills, grocer, Sarnia, Ont., has gone into business for himself, in rear of the old store.

Harry J. Neal, bread manufacturer, Sarnia, Windsor and London, entertained the grocers of Sarnia to a banquet at the Northern Hotel on Friday evening last.

The ratepayers of Goderich, Ont., carried a by-law to assist the North American Chemical Co., Ltd., to extend their salt plant here by granting exemption from taxation and by furnishing electric power free of charge.

Merchants of Watford, Ont., have decided to close on Wednesday afternoon, during June, July and August.

Oshawa, Ont., merchants will observe a Thursday half-holiday during June, July and August and first two weeks in September.

The Bridgeburg Ont. Retail Merchants Association has been formed with the following officers: president, J. A. Yeo; first vice-pres., John T. James second vice-pres., W. M. Hogg; secretary, C. W. Vahey; treasurer, R. A. Land. The association decided to affiliate with the Ontario branch of the association.

The annual report of the Tuckett Tobacco Company, Limited, of Hamilton, Ont., for the fiscal year ended March 31 last, shows profits for the year of $142,794, as against $214,325 the previous year, a decrease of $71,530, or about 33 per cent. Preferred dividends took $140,000. The report, of course, covered eight months of war period.

By a slow-burning fire that gave the fire department considerable difficulty the Dover street flour warehouse in Chatham, Ont., of the Canada Flour Mills Co. was badly damaged. The exact loss may not be known until a few days. The 3000 or more barrels of flour the building is said to have contained, are thought to have been badly damaged.

The business section of Crystal Beach village near Welland, Ont., was practically wiped out by fire early this morning. Damage estimated $150,000 resulted. The fire apparently had its origin in the unoccupied living apartments over the Rodgers Grocery store, spread over the entire building and in less than an hour had consumed more than a dozen places of business.

G. W. Lankin, a general merchant in Utterson, Ont., was injured somewhat seriously last week, by the over turning of his car. He was driving in the vicinity of Raymond with his accountant, E. E. Smith; John Mann of the Standard Chemical Co., and Wm. McFadgen of Stratford, when the car suddenly left the road, over-turning. All the occupants except Mr. Lankin were thrown clear, but the latter was pinned beneath the machine, and when extricated, was found to be badly bruised, and injured internally. He was driven to his home in Utterson, where he has been compelled to keep to his bed.

The Retail Merchants' Association, Ontario branch, have completed the publication of a book on delinquents in that Province. During the past few years the Association has come in contact with this class of the public through their credit reporting system. While a great many accounts have been collected by this system and a great many thousands of dollars gotten in by the retailers, which were previously difficult to get at, yet there are many who still persist in allowing their account to run along. The officials of the Association have used every discretion in the publication of this book, the names of the delinquents being carefully listed. The book is being sent out free to all members.

Western Canada

A. R. Paterson, grocer, Winnipeg, is succeeded by Charles Bros.

Wright & Co., grocers, Minnedosa, Man., are succeeded by A. P. Swift.

Whites Grocery, Winnipeg, is succeeded by Nimens & Wilson.

Merchants in Gladstone, Man., will close Wednesday afternoon in June, July and August.

Rocanville, Sask., merchants will close Thursday afternoon in June, July and August.

The Vancouver Grocers' Annual Picnic will take place on June 23 to Bowen Island. The committee have already commenced to make arrangements for what is expected to be a record doliday.

H. B. Chipman, formerly with the Winnipeg commission firm of Ruttan & Chipman, was one of those Canadians wounded in the recent engagement in France. Mr. Ruttan, head of Ruttan, Alderson & Lound went through this same engagement but came out unscathed.

Campbell Jarratt, has been appointed Provincial Secretary of the Manitoba Retail Merchants' Association. The new executive of the Board for the ensuing year is as follows:—C. F. Rannard, president; J. H. Treleaven, first vice-president; W. A. Templeton, second vice-president; T. A. Connell, treasurer; F. W. Lambert was also appointed auditor.

Canned Salmon Selling; Pepper Higher

Sugar Market is Strong in New York—Big Buying From England and France—No Tea Auctions This Week—Cream of Tartar and White Pepper Have Advanced—Peaches Lower—Valencias and Currants Higher.

Office of Publication, Toronto, May 27.

IN both the Montreal and the Toronto markets this week one of the big features is the strong undertone to the market for live and dressed hogs. This advancing movement has been noticeable now for some weeks and Canadian Grocer about one month ago prophesied considerably higher prices on live hogs. Live stuff is now up 25 to 35 cents per hundred pounds, and dressed has advanced 50 cents. The cause of this sharp advance is primarily the exceptionally large export business doing in all kinds of smoked and cured meats. The supplies of hogs coming forward are fair, but by no means large enough to look after the requirements of the trade for this export business. The remarkable strength of the hog market is reflected, too in the market for smoked and cured meat and, as the price schedules show, these are up ½c per pound this week. We think they will go higher in the near future, because there is so much business for export account.

Quotations on lard are advanced this week by ½c for pure. The demand continues large and sales are easily made at the higher figures quoted in our market report. Compound remains firm, but does not advance. The increase in the price of pure lard is sympathetic to the strength of the hog market in general, and the meat market in particular.

As we go to press butter has dropped still more, and creamery, fresh made, now sells 1 to 2c less than a week ago to the trade, and other grades are correspondingly lower. There is a lot of butter coming. The pastures are in such fine shape and the flow of milk is so good that decreases in price of butter are not unexpected. Cheese, however, remains extraordinarily high, chiefly on account of the excessive exports. About 44,000 boxes went out last week as against 5,300 boxes one year ago. This proportion has been maintained each week for some time now, and therefore domestic trade gets little attention, at any rate, at a reasonable figure. Cheese is now higher than we have ever known it, and we see no immediate outlook for lower prices. Doubtless a lot of the people who are making butter would make cheese if they had the facilities—and at the same time make money.

Further to our report on the sugar situation last week, announcement has been made of the purchase from U. S. refineries of something like twenty-two million pounds of granulated sugar by the French Government. The price paid was $4.65 cents in bond. The transaction amounted to a little over one million dollars. Moreover, there were inquiries for another forty-five million pounds of granulated sugar for which the refiners were asking 4.70 cents. A week ago negotiations were concluded for the sale of sixty-seven million lb. of raw sugar to the United Kingdom, which was valued at two and a half million dolars, and the sale of twenty-seven million pounds of granulated valued at one million two hundred thousand pounds. Last week, therefore, the sales of sugar from the United States aggregate one hundred and sixteen million pounds, and the total value is something like four million eight hundred thousand dollars. This very naturally strengthens up the New York market and the Canadian market follows suit. It is not unlikely that we shall see higher prices shortly, unless local competition is sufficiently strong to offset this.

Markets in Brief

QUEBEC MARKETS.

FLOUR AND CEREALS—
- Flour market very quiet.
- Markets little unchanged.
- Rolled oats quiet.
- Effect of Italy slight.

FISH AND OYSTERS—
- Salmon scarce.
- Halibut in good supply.
- Lobsters down again.
- Brook trout quiet.

FRUIT AND VEGETABLES—
- Apples getting scarcer.
- Pineapples up slightly.
- No change in lemons yet.
- American cherries arriving.
- Tomatoes drop 50c crate.
- Cabbages down to $3.00 doz.
- Asparagus jumped to $3.00 doz.

PROVISIONS AND PRODUCE—
- Butter market weaker.
- Cheese prices higher even.
- Live fowl quoted lower.
- Provision prices advance.
- Egg market is easier.

GENERAL GROCERIES—
- Sugar market quiet.
- Imported rices still high.
- Sage likely to be scarcer.
- Bean market quiet.

ONTARIO MARKETS.

FLOUR AND CEREALS—
- Wheat easier and lower.
- Flour business quiet.
- Little doing in cereals.
- Mill feeds dull.

FISH AND OYSTERS—
- Large clams selling.
- Some frozen whitefish still left.
- Frogs legs make a hit.
- Eels getting good business.
- General trade good.

PRODUCE AND PROVISIONS—
- Hog prices up.
- Big export demand.
- Butter prices lower.
- Cheese levels still advancing.
- Egg storing eases up.
- Big demand for broilers.

FRUIT AND VEGETABLES—
- Asparagus higher.
- Cucumbers easier and quiet.
- Good demand for grape fruit.
- Strawberries sell well.
- Late valencias oranges in.

GENERAL GROCERIES—
- No tea auctions this week.
- Sugar stronger; may be higher.
- Spices show advance.
- Dried peaches cheaper.
- Small demand for summer lines.

QUEBEC MARKETS.

Montreal, May 27.—One would naturally expect that war between Italy would have a serious effect on the market. It was expected that the wheat market would take a flop, and it did, but not so much as it would had not some bad crop news arrived from the United States. Other lines that will be affected are wines, and alimentary pastes. Higher prices and scarcity are also expected in certain spices and bird seed. It is probable, as Italy is fighting on the side of the Allies, that supplies will come through easily so long as bottoms are plentiful.

As was expected, a decline took place in the price of butter, but not as much as was expected. There was a decline of 2c per lb., and a further decline is anticipated by Saturday.

SUGAR.—The market remains about the same as a week ago. Prices of Montreal refined are unchanged. Raws are still selling from 3⅞c to 3 15-16c, as they were last week. Europe has been

in the New York market buying heavily of refined. Business in Montreal is quiet, but a better demand is expected as soon as the fresh fruits arrive. Strawberries, which are the first to arrive, are getting fairly cheap.

	Per 100 lbs.
Extra Granulated Sugars—	
100 lb. bags	6 65
20 lb. bags	6 75
2 and 5-lb. carton	6 95
Yellow Sugars—	
No. 3	6 50
No. 1	6 25
Extra Ground Sugars—	
Barrels	7 05
50 lb. boxes	7 25
25 lb. boxes	7 45
Powdered Sugars—	
Barrels	6 85
50 lb. boxes	7 05
25 lb. boxes	7 25
Paris Lumps—	
100 lb. boxes	7 40
50 lb. boxes	7 50
25 lb. boxes	7 70
Crystal Diamonds—	
Barrels	7 30
100 lb. boxes	7 40
50 lb. boxes	7 50
25 lb. boxes	7 70
Cartons and half cartons	8 05
Crystal Dominoes, cartons	8 15

TEAS.—This is a sort of between-seasons, and prices are strong. Importers are receiving inquiries from all over Canada, showing that the scarcity of teas is general. Stocks are getting low, and little importation is taking place. Those dealers who refused to come into the markets four months ago when these high prices were seen to be coming, are now coming in, and are paying higher prices still. They are not to be blamed, as on two previous occasions they were caught. When the war broke out, for fear of scarcity, the trade bought heavily; there was a slight easing off in the market shortly afterwards. When the budget was about to come down, the trade bought heavily again; there was no tax on tea. There was a warning three or four months ago; this time what was feared has come to pass. For ordinary Pekoes and Pekoe Souchongs, which retailers formerly paid 25c for, importers are now paying 26c to 27c, buying a thousand chests at a time.

DRIED FRUITS.—Seasonable lines, like currants and Sultanas, which sell all the year round, are in good demand. Unseasonable lines, such as prunes, figs, dates and table raisins, are quiet, and stocks are getting low, otherwise prices would decline. Dealers are pleased their stocks are getting low.

EVAPORATED FRUITS.	Per lb.	
Apples, choice winter, 50-lb. boxes	....	0 08
Apples, choice winter, 25-lb. boxes	....	0 08½
Apricots	0 11½	0 12½
Nectarines, choice	....	0 11½
Peaches, choice	0 07½	0 08½
Pears, choice	....	0 13½
DRIED FRUITS.		
Candied Peels—		
Citron	0 20	0 21
Lemon	0 13½	0 14
Orange	0 13½	0 14
Currants—		
Amalias, loose	....	0 07½
Amalias, 1-lb. pkgs.	....	0 08
Filiatras, fine, loose, new	....	0 07
Filiatras, packages, new	....	0 08
Vostizzas, loose	....	0 09
Dates—		
Dromedary, package stock, per pkg.	....	0 09
Fards, choicest	....	0 12½
Hallowee, loose	....	0 06
Hallowee, 1-lb. pkgs.	....	0 07½
Figs—		
8 crown, 12 lb. boxes, fancy, layer, lb.	....	0 14
7 crown, 12 lb. boxes, fancy, layer, lb.	....	0 14
6 crown, 12 lb. boxes, fancy, layer, lb.	....	0 13½
1 lb. glove boxes, each	....	0 12
Prunes—		
30 to 40, in 25-lb. boxes, faced	....	0 14
40 to 50, in 25-lb. boxes, faced	....	0 13
50 to 60, in 25-lb. boxes, faced	....	0 12
60 to 70, in 25-lb. boxes, faced	....	0 11
70 to 80, in 25-lb. boxes, faced	....	0 10
80 to 90, in 25-lb. boxes, faced	....	0 09½
90 to 100, in 25-lb. boxes, faced	....	0 09
Raisins—		
Malaga, table box of 22 lbs., 3-crown cluster, $2.60; 5-crown cluster	....	3 60
Muscatels, loose, 3 crown, lb.	....	0 09
Sultana, loose	0 10	0 11
Sultanas, 1-lb. pkgs.	0 11½	0 14
Valencia, selected	....	0 08½
Valencia, 4-cr. layer	....	0 09
Cal. seedless, 16 oz.	....	0 11
Seedless, 12 oz.	....	0 09
Fancy seeded, 16 oz.	....	0 10
Choice seeded, 16 oz.	....	0 09½

Prices quoted on all lines of fruits are liable to be shaded for quantities, according to the state of market.

RICE.—British imported rices are not being offered yet. Patnas, as stated before, are out of sight. Things are getting worse in England, if anything. Steamers arriving are held up for weeks before being able to secure a berth to discharge. The goods seem to be there to sell, but dealers can give no date of shipment, and the price is too high anyhow.

	Per cwt.
Rangoon Rices—	
Rangoon, "B"	3 70
"C.C."	3 60
India bright	3 85
Lustre	3 95
Fancy Rices—	**Per cwt.**
Imperial Glace	5 60
Sparkle	5 70
Crystal	5 45
Ice drips	5 80
Snow	5 70
Polished	4 85
Pearl	5 05

Prices are per 100 lbs., packed in bags (250 lbs.), half-bags (100 lbs.), and quarter-bags (50 lbs.); add 10c per 100 lbs. for pockets (25 lbs.), and 20c for half-pockets (12½ lbs.).

	Per lb.	
Imported Patna—		
Bags, 224 lbs.	0 06	0 06½
Half bags, 112 lbs.	0 06¾	0 06
Quarter bags, 56 lbs.	0 06⅞	0 06½
Velvet head Carolina	0 09¾	0 10½
Sago, brown	0 06½	0 07
Tapioca—		
Pearl, lb.	0 06½	0 07
Seed, lb.	0 06½	0 07

MOLASSES.—A local broker offers a dollar for every barrel of molasses that can be bought for less than 40c. A few lots have been sold recently, but most of the trade are waiting. The question is, "Who is going to win out—the planters or the Montreal wholesalers?" Sugar is high, and it would seem that the high prices being asked for molasses are warranted. Dealers state that retailers who bought in car loads last year will this year buy only four or five puncheons.

	Prices for Island of Montreal. Fancy.	Choice.
Barbadoes Molasses—		
Puncheons	.45	.41
Barrels	.48	.44
Half barrels	.50	.46

For outside territories prices range about 2c lower for fancy; nothing for choice.

Carload lots of 20 puncheons or its equivalent in barrels or half barrels, to one buyer, may be sold at "open prices." No discounts will be given.

Corn Syrups—		
Barrels, per lb., 3¾c; ½ bbls., 4c; ¼ bbls.	....	0 04¼
Pails, 38½ lbs., $1.95; 25 lbs.	....	1 46
Cases, 2 lb. tins, 2 doz. in case	....	2 65
Cases, 5 lb. tins, 1 doz. in case	....	3 00
Cases, 10 lb. tins, ½ doz. in case	....	2 90
Cases, 20 lb. tins, ¼ doz. in case	....	2 85
Maple Syrups—		
New, pure, per 8½ lb. tin	0 75	0 80
Pure, in 15 gal. kegs, 8c per lb. or, per gal.	....	1 15
Maple sugar, pure, per lb.	0 10	0 12

COFFEE.—Things are inclined to be flat, everybody buying from hand-to-mouth, nobody buying more than for immediate requirements. Prospects are for a good crop, which is keeping prices low.

Coffee, Roasted—		
Bogotas	0 26	0 30
Jamaica	0 21	0 22
Java	0 31	0 36
Maricaibo	0 22	0 25
Mexican	0 27	0 28
Mocha	0 33	0 36
Rio	0 15	0 17
Santos	0 21	0 23
Chicory, per lb.	0 10	0 12

NUTS.—The market is quiet and no changes are recorded. The only line in nuts which seems to be moving at all is peanuts.

Almonds, Tara	0 16	0 18
Grenobles, new	0 14	0 15
Marbots, new	....	0 12
Shelled walnuts, new, per lb.	0 33	0 34
Shelled almonds, 28-lb. boxes, per lb.	....	0 38
Sicily filberts	0 13	0 14
Filberts, shelled	....	0 28
Pecans, large	....	0 18
Brazils, new	....	0 12½
Peanuts, No. 1, 12½c; No. 2	....	0 11½
Peanuts, No. 3	....	0 10

SPICES.—Things are about as badly tied up as they ever were. Spices are coming through, but they are dear. Gingers are dancing about. With Italy in the war, it looks as though sage will shortly be almost unprocurable. It has advanced 400 per cent. already.

	6 and 10-lb. boxes.	¼-lb. pkgs. dozen.	¼-lb. tins lb.
Allspice	—0 17	0 70—0 80	—0 24
Cassia	—0 23	0 78—1 05	—0 31
Cayenne pepper	—30	1 08—1 21	—0 36
Cloves	—0 41	1 21—1 31	—0 48
Cream tartar—40c.			
Ginger, Cochin	0 18—0 24	—....	—....
Ginger, Jamaica	—0 23	1 00—1 15	—0 31
Mace	—0 80	1 00—1 15	—1 00
Nutmegs	—0 40	1 08—1 26	—0 75
Pepper, black	—0 25	0 90—1 00	—0 31
Pepper, white	—0 34	1 15—1 20	—0 40
Pastry spice	—0 23	0 95—1 20	—0 31
Pickling spice	—0 16	0 85—1 00	0 80—0 95
Turmeric	0 21—0 23	—....	—....

Lower prices for pails boxes or bailers when delivery can be secured.

Cardamon seed, per lb., bulk	2 00	2 20
Carraway—		
Canadian	....	0 13
Dutch	0 15	0 16
Cinnamon, China, lb.	0 20	....
Mustard seed, bulk	0 19	0 23
Celery seed, bulk	0 36	0 46
Cayenne chillies	....	0 35
Shredded cocoanut, in pails	....	0 19½

DRIED VEGETABLES.—Beans are being neglected for the time being. Everybody seems to have some stocks. They seem to be fairly strongly held in the West by the farmers. Dealers here seem to have enough, and are content to wait, as this is not the time for buying beans. They may be a little higher in the fall, but dealers do not mind paying a little more if they are saved the expense of carrying them. Peas are pretty well cleaned up.

Beans—		
Canadian, 3-lb. pickers, per bushel	3 00	3 30
Yellow, per bushel	....	3 25
Yellow eyes, per bushel	....	3 25
Lima, per lb.	0 07½	0 09
Peas, white soup, per bushel	2 85	3 00
Peas, split, bag, 98 lbs.	....	5 25
Barley, pot, per bag	....	3 00
Barley, pearl	....	4 50

CANNED GOODS.—Recently a Montreal retailer bought, and paid cash for 5,000 cases of tomatoes, for which he paid 67c per doz. to an independent canner. He later disposed of these to other retailers at a price lower than that being paid by the wholesalers themselves, and made a profit on them. Canned goods are rather quiet, apart from the retail trade and dealers, neither wholesale nor retail, are inclined to make contracts for the future.

The market for canned salmon remains about the same. Chums are firmer than they were, and the price of cohoes is being better maintained than it was two weeks ago. This is the re-

sult of a number of cheap parcels having been taken up on the British Columbia market.

The market on canned lobsters is reported to have firmed slightly, although this information is taken with a grain of salt by certain members of the trade. This is expected to stiffen up the price of live and boiled lobsters. Packers, it is reported, will not deliver or take more orders at opening prices. Lobsters are quite a favorite article of food at this time of year, and it is evident that more and more are being used.

For some years past lobsters have been considered such a luxury, it was considered only a suitable article of food for the moneyed class. Since the fall in prices, lobsters have come to be classed as a general article of food again, and as such it has been quite a success. In the Montreal market, the consumption has increased fully twenty to twenty-five per cent. according to good estimates.

ONTARIO MARKETS.

Toronto, May 26.—May 24th has come and gone and instead of panting in summer heat we are shivering at time of writing in a sort of hot-and-cold atmosphere. This is bad for the grocery trade and is undoubtedly holding back sales of lines which by this time ought to be in full swing. Fruits seems to be about the only thing that are coming into their own irrespective of weather, and for all fruits there is a good sale. The crop of strawberries is very good, the demand large, and the price suitably moderate. Vegetables are slower, but root stuff has been slow for the past month or more.

On general, groceries peculiarly adaptable for summer, orders are tardy. Jellies, custards and the like are taking comparatively few orders. Summer drinks, which had a good week a couple of weeks ago, have fallen off again. Fly-killers and the like hang on the walls and shelves of the wholesalers' warehouses—and they hang there: they are not getting into the retailers' hands as yet. There are two lines which are moving, however. Oatmeal and heavy breakfast foods are being sold less, while lighter cereals are looming larger and larger as summer months come on. Secondly, the trade in cooked meats is good, and indeed, demand has been heavy enough to be partially if not wholly instrumental in putting up the prices, as we show in our provision market report.

Canned salmon is moving a little more freely. It has been somewhat of a white elephant during the winter but at advantageous prices jobbers are selling a lot of salmon these days. Apparently the retail trade has sold out what it had in the fall, and finding itself short handed is buying again. This is said to be general all over the province. Other lines of canned fish are getting a little business too. Tomatoes, corn, peas and the like, however, are still rather slow, except from retailer to consumer.

There is an increasingly good demand for the non-poisonous match, and we imagine the trade is getting rid of such stocks as they had before January 1st of the old kind rather sooner than was anticipated. At any rate, wholesalers report good sales of the new matches, and a distinct improvement during the last two weeks or so.

Trade generally is good. The war situation, at this writing, certainly looks more hopeful. Hope deferred, in the case of Italy's entrance into the war, was justified last week; the best state of affairs exists governmentally in Britain; Russia is coming back into its own, and all-round the situation is felt to be cheery. This is reflected in the business feeling of the country. There is certainly less unemployment in the country now than there was a month ago—by a big margin—and money is reported to be easier. Collections, wholesalers agree, are "not too bad," taking them generally, and have improved some in the large cities where they were in none too good shape. Retailers are daily growing more confident, and though the Lusitania outrage put a crimp in order-taking, it has proved to be only temporary and to be more than offset by the general confidence felt in the war situation. One jobber, following Mark Tapley, insists upon being optimistic and points out that no matter how bad business might be, "it might have been worse." This is a good slogan and, accompanied by the necessary getting-ont-and-hustling, it will be efficacious in securing to a still greater extent permanent improvement in the commercial organism of the country.

SUGAR.—The market is considerably firmer, following that in New York, and higher prices are said to be in the offing. This is largely due to the large buying which has been done by Great Britain and France for immediate or early shipment. This buying is not necessarily through, either, and the market tone is remarkably firm in consequence. We give some important figures in connection with the foreign purchasing in our summary on another page this week. These may be supplemented by the statement that from April 15th to May 24th one hundred thousand tons of American granulated sugar were sold to England and France. Great Britain bought 30,000 tons for June and July delivery, at $3.75 f.o.b. Cuba. Raws are very active, says a cable of yesterday's date, and there were sales at 4.89; sales for June were made at 5.02. In view of these conditions, we think we shall see higher prices. There is a strong feeling along that line in New York.

Extra Granulated Sugars, Montreal Refined—per 100 lbs.	
100 lb. bags	6 71
20 lb. bags	6 81
10 lb. bags	6 86
2 and 5-lb. cartons	7 00
Nova Scotia refined, 100-lb. bags	6 61
New Brunswick refined, 100-lb. bags	6 71
Extra Ground Sugars—	
Barrels	7 11
50 lb. boxes	7 29
25 lb. boxes	7 41
Powdered Sugars—	
Barrels	6 91
50 lb. boxes	7 11
25 lb. boxes	7 31
Crystal Diamonds—	
Barrels	7 36
100 lb. boxes	7 46
50 lb. boxes	7 56
Cartons (2⁰ to case)	8 11
Cartons (50 to case)	8 61
Crystal Dominoes, cartons	8 11
Paris Lumps—	
100 lb. boxes	7 46
50 lb. boxes	7 56
25 lb. boxes	7 76
Yellow Sugars—	
No. 1	6 31

Barrels granulated and yellow may be bad at 5c per cwt. above bsg prices.

TEA.—There have been no auctions in Colombo or Calcutta or London this week. Monday was Whit Monday and the next holiday will not be till June 1. On that date Calcutta sales will open and it looks at present as if levels would be very high. Bulk teas are said to be selling comparatively slowly in Canada, because, prior to the introduction of the Budget, the retail trade bought heavily, fearing a tax. There seems to be a preponderance of Indias being sold. Demand, however, of any sort of bulk tea is not excessive at present. Recent price changes in package teas do not seem to have interfered with buying to any material extent.

DRIED FRUITS.—Evaporated apples are slightly firmer this week. There is somewhat of a revival in demand for them and we quote 8 to 8½c. Stocks of currants in the hands of retailers are light and there has been some buying. Filiatras are a little firmer and we have advanced our quotation by half a cent. It is improbable that there are any 7c Filiatras on the market. Generally the currant market is firmer. Primary markets have a stronger tone at present. Prunes are dull again. Activity in futures has flickered out, and spot stocks are nil. At the coast the feeling is considerably easier. There is no export buying and domestic feeling over the border is easy. Peaches are down a cent, and at that demand is small. Valencia raisins have stiffened and there is quite a call for these. We alter our quotations to 10-10½c. General business continues quiet.

Apricots—		
Standard, 25 lb. boxes	0 13	0 14
Choice, 25 lb. boxes	0 14	0 14½
Apples, evaporated, per lb.	0 08	0 08½
Candied Peels—		
Lemon	0 13	0 14
Orange	0 13	0 14
Citron	0 19	0 22
Currants—		
Filiatras, per lb.	0 07½	0 08
Amalas, choicest, per lb.	0 08	0 08¼
Patras, per lb.	0 08¼	0 08½
Vostizzas, choice	0 09¼	0 10
Cleaned, ½ cent more.		
Dates—		
Fards, choicest, 12-lb. boxes	0 09¼	0 10
Fards, choicest, 60-lb. boxes	0 09	0 09½
Package dates	0 06	0 06½
Hallowees	0 07¼	0 07¾

Prunes—		
30-40s, California, 25 lb. boxes	0 14½	0 15
40-50s, 25 lb. boxes	0 12½	0 13½
50-60s, 25 lb. boxes	0 12	0 12½
60-70s, 50 lb. boxes	0 10½	0 11½
70-80s, 50 lb. boxes	0 09	0 09½
80-90s, 50 lb. boxes	0 08	0 09
90-100s, 50 lb. boxes	0 07½	0 08
25-lb. boxes, ½c more.		
Peaches—		
Choice, 50-lb. boxes	0 07	0 07½
25-lb. boxes ¼c more.		
Raisins—		
Sultanas, choice, new	0 12	0 13
Sultanas, fancy, new	0 14	0 16
Valencia	0 10	0 10½
Seeded, fancy, 1 lb. packets	....	0 10½
Seeded, choice, 1 lb. packets	0 09¾	0 10¼
Seeded, choice, 12 oz.	....	0 08
Seedless, 16 oz. packets	0 10½	0 11
Seedless, 12 oz. packets	....	0 10

NUTS.—Primary markets have a stronger tone on shelled walnuts, but there is no price change to record. Demand here for all nuts is more and more limited, except possibly in case of peanuts. In them the summer demand is beginning to make itself felt. We quote 11 to 11½c. Almonds have only a limited demand. Such activity as there was in Brazils has flickered out. All is still in the nut market.

	Per lb.	
In Shell—		
Almonds, Tarragona	0 17½	0 18
Brazils, medium, new	0 10	0 11
Brazils, large, washed, new	0 12	0 13
Chestnuts, peck	1 75	2 00
Filberts, Sicily, new	0 13	0 14
Peanuts, Jumbos, roasted	0 12½	0 13½
Peanuts, hand-picked, roasted	0 11	0 11½
Peanuts, fancy, roasted	0 09	0 10
Pecans	0 17	0 18
Walnuts, Grenoble	....	0 16
Walnuts, Bordeaux	0 11	0 12
Walnuts, Marbots	0 13	0 14
Shelled—		
Almonds	0 32	0 37
Filberts	....	0 35
Peanuts	0 11	0 11½
Pecans	0 55	0 60
Walnuts	0 34	0 38

COFFEES.—Rios and Santos have firmed up some, as also has Maracaibo. Demand is only average, however, and New York market is none too firm. Buying, such as there is, is distinctly hand to mouth. Mochas are doing better business than there has been seen in them for some time. Stocks on most coffees are none too heavy and were the demand greater market tone would be firmer.

Coffee—		
Standard Old Govt. Java	0 36	0 38
Plantation Ceylon	0 32	0 34
Java	0 35	0 40
Arabian Mocha	0 34	0 37
Guatemala	....	0 30
Bucramanga	0 30	0 32
Mexican	0 30	0 32
Maricaibo	0 26	0 28
Jamaica	0 24	0 26
Santos	0 19	0 22
Rio	0 16	0 18
Chicory	....	0 14

SPICES.—Cream of tartar is in big demand and stocks held are light. These two facts coupled together are responsible for an advance in price in the primary market of about 10/2 a cwt. We quote 33 to 35 cents now. Shortage of freights is the fundamental cause of it. There are not enough bottoms to bring the stuff over. Price here is firmer, but was not advanced as yet. White peppers, however, are higher, and we quote them 33 to 35 cents, which is an inrease of 2c. Here again the stuff is held up because of lack of freights.

Spices—	Compound, per lb.	Pure, per lb.
Allspices, ground	....—0 10	....—0 15
Allspices, whole	....—....	....—0 15
Cassia, whole	....—....	0 21—0 26
Cassia, ground	0 14—0 16	0 21—0 26
Cinnamon, Batavia	....—....	0 36—0 40
Cloves, whole	....—....	0 28—0 33
Cloves, ground	0 18—0 22	0 28—0 35
Cream of tartar	0 25—0 35	0 40—0 45
Curry powder	....—....	....—0 35
Ginger, Cochin	0 15—0 17	0 19—0 22
Ginger, Jamaica, ground	0 18—0 21	0 25—0 28
Ginger, Jamaica, whole	....—....	0 25—0 28
Ginger, African, ground	....—....	....—0 18
Mace	....—....	0 80—1 95
Nutmegs, brown, 64s, 52c; 80s, 42c; 100s	....—....	....—0 30
Nutmegs, ground, bulk, 45c; 1 lb. tins	....—....	....—0 50
Pastry spice	....—....	0 22—0 25
Peppers, black, ground	0 14—0 18	0 19—0 22
Peppers, black, whole	....—....	0 20—0 22
Peppers, white, ground	0 19—0 24	0 32—0 35
Peppers, white, whole	....—....	0 30—0 33
Pickling spice	....—....	....—0 15
Turmeric	....—....	0 18—0 20

RICE AND TAPIOCA.—There is no price change to record, and little of especial interst. A consistently good demand exists for both rice and tapioca. Sago has been getting good business.

Rice—		
Rangoon "B," per cwt.	....	3 48
Rangoon, per cwt.	3 50	4 00
Rangoon, fancy, per cwt.	....	5 00
Patna, fancy	0 07½	0 09
Tapioca—		
Pearl, per lb.	0 06	0 07¼
Seed, per lb.	0 06	0 07½
Sago, brown, per lb.	....	0 05½

MANITOBA MARKETS.

Winnipeg, May 27.—The recent rains have undoubtedly done a great deal to increase confidence. There now seems every prospect of a good crop and as a result a greater freedom in buying is generally apparent. Wholesalers, indeed, report sales satisfactory, with canned goods especially in demand. It seems evident that dealers have formed the opinion that a number of canned goods lines are lower now than conditions warrant. On the Eastern market there has already been a strengthening in this line, and in Manitoba there has come a corresponding strengthening. From present indications, indeed, it would seem retailers can hardly go wrong in anticipating their wants in these goods, and placing their orders immediately. A heavy export demand in some lines is to some extent causing the stronger feeling in the East, but there seem other causes, namely the holding company which is in the course of formation. In view of all conditions there seems every likelihood that the market will go higher than at present.

SUGAR.—Little or no change is noted here. New York raws are going higher all the time and Canadian sugar holds firm at the present prices. While an advance in sugar is looked for, it is at the present time exceedingly difficult to predict anything with regard to this market. Sugar prices also remain at quotations which have held for some time. The season for syrup is well on and only limited quantities are selling.

	Per cwt. in sacks.
Sugar, Eastern—	
Standard granulated	6 95
Extra ground or icing, boxes	7 80
Extra ground or icing, bbls.	7 60
Powdered, boxes	7 60
Powdered, bbls.	7 40
Hard lump (100-lb. cases)	7 90
Montreal yellow, bags	6 55
Sugar, Western Ontario—	
Sacks, per 100 lbs.	6 95
Halves, 50 lbs., per cwt.	7 05
Bales, 20 lbs., per cwt.	7 10
Powdered, barrels	7 35
Powdered, 50's	7 70
Powdered, 25s	7 80
Icing, barrels	7 65
Icing, 50s	7 90
Icing, 25s	7 95
Cut loaf, barrels	7 75
Cut loaf, 50s	8 00
Cut loaf, 25s	8 25
Sugar, British Columbia—	
Extra standard granulated	6 95
Bar sugar, bbls.	7 40
Bar sugar, boxes	7 60
Icing sugar, bbls.	7 80
Icing sugar, boxes	7 80
H. P. lumps, 100-lb. cases	7 90
H. P. lumps, 25-lb. boxes	8 15
Yellow, in bags	6 55
Corn Syrup—	
2s, per case 2 doz.	2 73
5s, per case 1 doz.	3 13
10s, per case ½ doz.	3 01
20s, per case ¼ doz.	3 02
B. C. Cane Syrups—	
2-lb. tins, 2 doz. to case, per case	3 15
5-lb. tins, 1 doz. to case, per case	3 60
10-lb. tins, ½ doz. to case, per case	3 30
20-lb. tins, 3 tins to case, per case	3 25

(These prices prevail in Winnipeg, Calgary, Regina, Moose Jaw and Lethbridge. For Edmonton and Saskatoon they are 5c case higher.)

Molasses—	Per gal.
Barbadoes	0.53
New Orleans	0 34
Maple Syrups—	**Per case.**
Imperial quarts, case, 2 doz.	5 40
Imperial ½ gals., 1 doz.	5 55
New, pure, ½ gal. case	9 00
New, pure, ½ gal., quarts, case 2 doz.	9 70
New, pure, quart bottles, case 2 doz.	9 75

DRIED FRUITS.—Few changes have been struck during the week. Apricots have moved up somewhat, also some lines of raisins. Choice 25-lb. boxes of peaches, however, are quoted a little lower than a week ago. There seems every likelihood that prunes will be somewhat easier. It is expected there will come a gradual falling off until the new crop come on in September. A larger stock is available than was at first supposed to exist, and this, coupled with the certainty that the new crop will open at a considerably lower price than that now quoted, is expected to result in a decline in the market. Evaporated apples will likely advance very shortly. Probably by the 1st of June they will be quoted at 8½c.

Apples, evaporated, new, 50's	....	0 08½
Apricots, choice, 25's	....	0 08½
Apricots, choice, 10's	....	0 14½
Apricots, standard, 25's	....	0 12
Currants—		
Dry clean	....	0 07¾
Washed	....	0 08¼
1 lb. package	....	0 08⅞
2 lb. package	....	0 17⅝
Vostizzas, bulk	....	0 10
Dates—		
Hallowee, loose, per lb.	....	0 09
Hallowee, 1 lb. pkgs.	....	0 07¾
Fard dates, 12-lb. boxes	....	1 25
Peaches—		
Standard, 25-lb. boxes	....	0 07¼
Choice, 25-lb. boxes	....	0 07½
Choice, 10-lb. boxes	....	0 08½
Raisins, Muscatels—		
3 crown, loose, 25's	....	0 09
3 crown, loose, 50's	....	0 08¾
Raisins, Valencias—		
Fine selected	....	2 50
Four crown layers, F.O.S.	....	2 35
Choice, seeded, lb.	....	0 11¾
Fancy seeded, lb.	....	0 11
12-oz. packages, fancy	....	0 08⅞
12-oz. packages, choice	....	0 08¾
Raisins, Sultanas—		
Corinthian Giants	....	0 13¼
Superfine	....	0 12½
Finest	....	0 10⅞
Fine	....	0 10¾
Prunes, in 25-lb. boxes—		
90 to 100	....	0 08¼
80 to 90	....	0 08¾
70 to 80	....	0 09¾
60 to 70	....	0 10
50 to 60	....	0 11
40 to 50	....	0 11⅝
Table Layer Figs—		
7-crown, 3-lb. boxes, per lb.	....	0 15½
5-crown, 10-lb. boxes, per lb.	....	0 15
5-crown, 10-lb. boxes, per lb.	....	0 13¾
4-crown, 10-lb. boxes, per lb.	....	0 13
3-crown, 10-lb. boxes, per lb.	....	0 12¾
Glove boxes, per doz.	....	1 00
Cooking figs, taps, about 5 lbs., lb.	....	0 07¼
Cooking figs, choice naturals, 28-lb. bags	0 07	0 07⅛

RICE AND TAPIOCA.—For some little time it has been indicated that tapioca would continue its upward movement until a price in the neighborhood of 7c is touched. Events seem to make this

course more than ever certain. During the past week, in fact, tapioca has advanced, being now quoted from 5¾ to 6c. In rice there are only slight changes, Siam having advanced, being quoted now at 3⅞ to 4c.

Rice and Tapioca—		
No. 1 Japan, per lb.	....	0 04¾
No. 2 Japan, per lb.	0 04⅜	0 04⅝
Siam, per lb. lb.	0 03⅞	0 04
Patna, per lb.	0 07	0 07½
Carolina, per lb.	....	0 08½
Sago pearl, per lb.	....	0 04⅝
Tapioca, pearl, per lb.	0 05¾	0 06

NUTS.—No change in prices here. Rather curtailed demand is usual at this season.

Nuts—		
Brazil, new stock		0 15
Tarragona almonds		0 19
Peanuts, roasted Jumbos	0 12½	0 14
Peanuts, choice		0 16
Pecans		0 22
Marbot walnuts		0 14½
Sicily filberts		0 14¾
Shelled almonds		0 41
Shelled walnuts		0 41

WINNIPEG.

VEGETABLES.—Demand here is not what had been expected, still there seems a tendency on part of many to refrain from buying anything which may be considered a luxury. Asparagus is still being quoted at from $2.50 to $5. Cauliflower is practically off the market. Head lettuce is still being sold, but has risen in price, being now quotd at $1.25 per dozen. Bermuda onions from Texas have made their appearance, being quoted at 4c per lb. For them there is a very strong demand. Rhubard brought in from Minnesota is much more plentiful now, the price having dropped 1½c, making quotations 2c.

Asparagus—		
Minnesota, per case (about 20 lbs.)	....	2 50
California, per case (about 25-35 lbs.)	....	5 00
Celery, Florida (about 4 doz. to case)	....	4 00
Texas cabbages	....	0 04½
Head lettuce, per doz.	....	1 25
Leaf lettuce, doz.	....	0 40
Onions—		
Bermudas, Texas, per lb.	....	0 04
Oregon, 100-lb. sacks	....	3 25
Potatoes, new, Louisiana, per lb.	....	0 08
Parsley, per doz. bunches	....	0 50
Rhubarb, Minnesota, per lb.	....	0 02
Sweet potatoes, per lb.	....	0 06
Spinach, Washington, 20-lb. crate	....	1 75
Tomatoes, Florida, per case	....	6 00
Honey, comb, per case (24 sections)	....	5 50
Green peas, California, per lb.	....	0 15
Carrots and beets, Mississippi, doz. bchs.	....	1 00

BRITISH COLUMBIA MARKETS.

By Wire.

Vancouver, May 27.—Local strawberries are arriving, and are now superior to imported. Local millers have reduced flour 20c per barrel last Saturday. Holiday retail trade was good; also wholesale. Lard is up 15c, and beans advanced half a cent a lb. Canned apples, sixes, are up 12c.

PRODUCE AND PROVISIONS.

Butter, creamery, per lb.	....	0 35
New Zealand cubes	....	0 35½
New Zealand brick	....	0 36
Cheese, per lb., large	....	0 21
EGGS—		
Local fresh		26 c
Extra selected		21 c
Vancouver Island		26 c
Lard, 3's, per case		8 75
Lard, 5's, per case		8 67
Lard, 10's, per case		8 60
Lard, 20's, each		3 06

GENERAL.

Almonds, shelled, lb.	0 45
Beans, Ontario, per lb.	06¼c
Beans, Lytton	06¼c
Cream of tartar, lb.	50 c
Cocoanut, lb.	18½c
Cornmeal, bail	$3 00
Evap. Apples, 50's	08¾c
Flour, 49's, bbl.	8 55
Lemons, box	3 75 4 25
Potatoes, per ton	20 00
Rolled Oats, bail of 80 lbs.	3 85
Onions, lb.	02¾c
Oranges, box	2 75 3 00
Rice, 50's, sack	1 90
Sugar, standard, gran., per cwt	7 44
Sugar, yellow, per cwt.	6 70
Walnuts, shelled, lb., 40c; Almonds	42 c

CANNED GOODS.

Apples, gals. 6|case	$1 62
Beans, 2's	2 05
Corn, standard, per 2 dozen case	2 10
Peas, standard, per 2 dozen case	2 05
Plums, Lombard, 2's, case	1 90
Peaches, 2½'s, case	4 50
Strawberries and raspberries, 2's, case	4 80
Tomatoes, standard, per dozen, case	2 20

SALMON.

Sockeye, 1's, 4 doz. case	$9 00
Sockeye, ½'s, 8 doz. case	10 75
Coboes, 1's, 4 doz. case	4 75
Humpbacks, 1's, 4 doz. case	4 00

DRIED FRUITS.

Apricots, per lb., 13½c; Apples, lb.	08¾c
Currants, per lb., 08½c; Raisins, seeded, lb.	10 c
Prunes, 70-80, 25's, lb.	08¾c
Peaches, per lb.	07 c
White Figs, per lb.	08 c

ALBERTA MARKETS.

By Wire.

Edmonton, May 27.—Edmonton business continues good. Flour is down, but decline in prices is not general, only two millers having notified the trade. Cheapest grades are off the market, supply being exhausted. Lards show increased firmness, and smoked meats have considerably advanced over last month. There is a splendid sale for jam, both pure and compound. Cheese is higher. Butter—Creamery is down to 35c; and there is no dairy on market. Japan beans are higher. Potatoes are 65c to 70c.

Produce and Provisions—		
Cheese, per lb., old	....	0 21½
Cheese, new, lb.	0 19½	0 20½
Butter, creamery, per lb.	....	0 35
Lard, pure, 3's, per case	....	9 00
Lard, pure, 5's, per case	....	8 95
Lard, 10's, per case	....	8 90
Lard, pure, 20's, each	....	2 93
General—		
Beans, Ontario, per bushel	3 75	3 90
Beans, Japan, per bush.	3 90	4 15
Coffee, whole roasted, Rio	....	0 16
Evaporated apples, 60's	0 09	0 09½
Potatoes, per bush.	0 65	0 70
Rolled oats, 20's, 93c; 40's	....	1 83
Rolled oats, bail, $4; 80's	....	3 60
Flour, 98's	3 95	4 15
Rice, per cwt.	....	3 85
Sugar, standard gran., per cwt.	7 55	7 65
Sugar, yellow, per cwt.	....	7 15
Canned Goods—		
Apples, gals., case	....	1 50
Corn, standard, per two dozen	2 00	2 10
Peas, standard, 2 dozen	....	2 10
Plums, Lombard	....	2 20
Peaches	....	3 25
Strawberries, $4.45; raspberries	....	4 00
Tomatoes, standard, per dozen	....	2 50
Salmon, sockeye, 4 doz. talls, case, 1s	....	7 50
Cohoes, 1's, $5.75; humpbacks, 1's	....	4 35
Fruits—		
Lemons	....	4 50

NEW BRUNSWICK MARKETS.

By Wire.

St. John, May 27.—Holiday business was good. Fine weather helped to make a big week-end trade. General prospects are encouraging, with markets not much changed. There has been no alteration in sugar except a slight local reduction in one brand, due to competitive features. Market is strong, but dealers are not expecting higher quotings in near future. Beans are quite plentiful, yellow eyes being lower at $3.50-3.60. New cheese is again higher at 19c to 19½c. Large quantities are being sold in Upper Canada for army purposes. Butter is slightly easier, with supplies better. Eggs are plentiful.

Produce and Provisions—		
Bacon, breakfast, per lb.	0 20	0 23
Bacon, roll, per lb.	....	0 17
Beef, barrel	26 00	27 00
Beef, corned, 1's	2 75	3 35
Pork, American clear, per bbl.	25 00	28 75
Pork, domestic, per bbl.	25 00	27 50
Butter, dairy, per lb.	0 27	0 28
Butter, creamery, per lb.	0 31	0 32
Eggs	0 19	0 20
Lard, compound, per lb.	0 11¼	0 11½
Lard, pure, per lb.	0 13	0 13½
Cheese, new	0 19	0 19½
Flour and Cereals—		
Cornmeal, gran.	....	5 75
Cornmeal, ordinary	....	1 85
Flour, Manitoba, per bbl.	....	9 05
Flour, Ontario	....	8 50
Rolled oats, per bbl.	....	7 75
Oatmeal, standard, per bbl.	....	8 25
Fresh Fruits and Vegetables—		
Lemons, Messina, box	....	7 60
Oranges, Val., case	4 00	5 50
Potatoes, bbl.	1 35	1 45
Sugar—		
Standard granulated	....	6 80
United Empire	....	6 70
Bright yellow	....	6 60
No. 1 yellow	....	6 30
Paris lumps	....	7 60
Lemons, Messina, box	....	....
Beans, band-picked, bush.	3 45	3 50
Beans, yellow eyes, per bush.	3 50	3 60
Canned pork and beans, per case	2 50	2 90
Molasses, Barbadoes, gal.	0 39½	0 40
Cream of tartar, per lb., bulk	0 40	0 41
Currants	0 08¾	0 09
Rice, per cwt.	4 00	4 25

FINANCE MINISTER ONCE A MERCHANT.

Edward Brown Holds Important Post in the New Manitoba Cabinet.

(From The Financial Post.)

MANITOBA'S new administration has before it a splendid opportunity. Assuming that the financial position of the Province is not as good as it ought to be and that reports with respect to it are accurate, the situation presents to the new administration an excellent opportunity of immediately earning the confidence of the investing and business public. In the opinion of The Financial Post, the wealth of that Province and its ability to take care of all its obligations, if its affairs are reasonably well administered, is unquestionable. Of course, if expenditures are to be continued on the same scale as during the years of expansion trouble will result. The responsibility of indicating how the current resources of the province can be handled so as to take care of current obligations rests with the Minister of Finance, Mr. Edward Brown. He has had an exceptionally good training for the position. He first came into the public eye through his success as a merchant, and subsequently gave attention to land and finance. Invariably he has been successful.

Mr. Brown's first duty as Provincial Treasurer in Manitoba will be to cut down the expense of administration without impairing its efficiency. We have no doubt but that this can be done. He has started out in practical fashion by appointing a reputable firm of auditors to report to him upon conditions as they exist. Hitherto, we believe, it has been the practice to hand this work over to some political hanger-on. When the report is available, Mr. Brown will be

able to do exactly as other large undertakings in the Dominion have done and that is to cut down expenses. Our railway systems have done so drastically as have many undertakings not so much in the public eye. It is only by this rigid economy that the expense of maintaining our men at the front can be borne and only by such measures can we take care of our current obligations. We have no hesitation in prophesying embarrassment to any government or any financial or industrial undertaking of more than local importance that does not at the present juncture pursue a policy of the strictest economy. Politicians are strongly tempted to be liberal with public money. That tendency is at present too evident in the case of many Governments in the Dominion and also many municipalities. We trust that the new administration in Manitoba will strike new and desirable ground by giving the Dominion an example of economy and efficiency.

QUEBEC'S MAPLE INDUSTRY.

Quebec, May 27.—Though the sugaring season in the Province of Quebec is a comparatively short one, lasting about a month, it is interesting, and perhaps surprising, to know that the sugar crop is worth more than the fruit crop.

Due to the Provincial Government, which has established schools and sent lecturers to various parts of the province, the farmers have come to the conclusion that pure maple sugar, made by modern methods, is far more marketable than the inferior article.

The result of the Government's energies has been that the sugar crop of the Province of Quebec is valued at $1,680,393, while the fruit crop is only worth about $1,469,537.

This year, as on former occasions, Dominion Day, July 1st, will be the day for the advertising of Quebec's maple sugar. On that day 25,000 little pieces of sugar, accompanied by pamphlets, will be distributed on the trains in the United States and Canada, the big hotels of the continent and in London and Paris, as well as on the transatlantic steamers from Canada and the United States.

C. M. A. FORMS NEW COMPANY

In preparation for a period of reconstruction in Europe following the war, the Canadian Manufacturers' Association has formed the preliminary directorate of an organization to be known as the Export Association of Canada, Limited, to be capitalized at $500,000, and for which a charter will be secured from the Government at once. The Government, the railways, and banks have agreed to co-operate.

ON THE MERCANTILE FIRING LINE.

(Continued from page 32.)

said, "Our red, black, white and gold colors make men smoke."

A more important consideration, however, is the store approach.

"Don't have a bad step," it was urged. "It will keep some people out. Worse, it will bring some in with a little load of irritation. They will hardly understand this themselves, but your sales will suffer. Then have the departments clearly defined. Don't have everything jumbled together. That repels sales.

Emphatically it was stated that customers get ideas which either help or hinder buying from the appearance, the mannerisms, the general attitude of the clerks serving them. How a clerk walks, talks and dresses all help or hinder the selling of goods. These things, therefore, should receive attention just as much as should counter or window display.

There should be nothing about a sales person's dress that sticks out, demanding attention. That can be taken as a general rule. Jewelry hurts more sales than you imagine.

The importance of the voice in salesmanship, especially in the growing work of telephone salesmanship, received a good deal of attention from Dr. Neystrom. "The voice with the smile wins," he said. Then he proceeded to give a few suggestions for keeping an ear that smiles at the other end of the wire. Talk right into the machine, one inch from the mouthpiece. Remember it is your voice alone which is carrying impressions. You cannot help out your meaning with facial expression or gesture. Remember the vowel sounds travel easily by phone, but the consonant sounds are hard to transmit. Speak distinctly always and be courteous and patient.

Doctors have said that one person in seven is possessed of a bad breath. This is too bad for many reasons. It is fatal to salesmanship. There is a story Dr. Neystrom continued of a clerk whose breath was very bad, but whose employer, for fear of causing pain, forbore mentioning the fact, until chagrined one day at seeing a lady turn away almost in disgust. When advised of the state of affairs—told he must improve his breath or seek a new position—the clerk was greatly disturbed. That night he attempted to blame his wife.

"Why didn't you tell me?" he asked.

"Why," she said, "I thought all men's breaths smelled like that."

These, concluded the speaker, are a few practical and at the same time scientific suggestions. I believe that if you apply these—make your clerks apply them—if you couple them up with the information you are getting from your trade papers ,and magazines, that you will get splendid results.

Remember salesmanship is simply telling what you know of your goods so that you will make the right impression; but everything about you, about your clerk, about your store does something to convey impressions—and those which are not for you are against you.

BURN THE M. O. CATALOGUE.

(From Nokomis Times, Sask.)

The post offices have been flooded with price-lists and catalogues sent from various houses. These houses send to you cheap, flashy catalogues quoting, presumably, low-priced goods. They solicit your business, offer you, according to the catalogues, great bargains; but how many times have you been disappointed in these cheap, mail order purchases? How many times have goods been of poorer quality than the goods you buy at home for the same prices?

Your local dealer advertises in the local paper; does the mail order house patronize the paper that you receive?

Who puts up the money for improvements, the merchant or the mail order house? The merchant puts up the money, and the mail order house only sends more of its cheap catalogues into the merchant's territory to draw away his trade.

The local dealer is always foremost when it comes to the improvement of your community. How many times have you gone to your local dealer when you wanted to improve or beautify your town? Did you ever write to a mail order house for donations towards improvements?

The merchant pays taxes in your district to help defray expenses and thus lightens the burden on your shoulders. The mail order house pay taxes in a community hundreds of miles away from where you live and you receive no benefit. Trade with the home merchants who advertise. Read the ads. in this issue and see who helps support the paper you are reading.

W. C. Miller, head of the organization department of the Retail Merchants' Association, Ontario branch was in Collingwood, Ont., last week assisting in the organization of the branch there. Officers have been elected including Mr. Patterson as president and Mr. Orr as secretary. Stayner and Creemore have also being visited by organizers of the Association and there are branches in each of these places. This week Messrs. Maher and Doyle are in Peterboro, Ont., on organization work for the Retail Merchants' Association.

Late Valencias on the Market

Cucumbers Lower: Mushrooms Higher—Root Vegetables Are Still Slow Sellers—Big Demand For Grape Fruit—California Late Valencia Oranges Are on the Market—Navels and Lemons Firm—Strawberries Very Plentiful—Asparagus Advances Sharply.

MONTREAL

FRUITS.—About the only apples being offered to the trade now are Spies. No. 2's are worth 5.50; No. 1's are selling around 6.50-7.00. There are also a few Ben Davis offering around $5. Bananas are still high. Cocoanuts are up slightly, bringing 4.50-5.00 per sack 100 size. Grapefruit took a fearful jump recently, and are still scarce. Hothouse grapes are the only ones being offered the trade, and are bringing around $1.00 per lb. Pineapples which were too plentiful last week, have advanced to $2.50; last week they were $2.00 . Strawberries have declined little if any; quart cups are quoted at 14c, and pints are 8½c. American cherries are arriving, but no Canadian ones yet. They are quoted at $2.50 per box, and very few in a box. A few dealers are bringing pears in, but there are none offered on the market. Limes remain at $1.50 per box. No change is noted in lemon quotations on account of the war, but it would not be surprising to see this market affected at an early date for this reason. There is slight advance in Mexican oranges, but Californias remain about the same.

Apples—		
Ben Davis, No. 1, bbl.		5 00
Spies, No. 1, bbl.		6 50
Bananas, crate		2 25
Cocoanuts, sack		4 00
Grapefruits, case		4 00
Grapes, Belgium hothouse, lb.		1 00
Lemons—		
Messina, Verdelli, extra fancy, 300 size		3 50
Limes, box		1 50
Oranges—		
Cal., Seedlings, 96-126-150-176-200-216-250-288-324	3 50	3 75
Sorrento, 200-300 size box		3 25
Mexican, 126-150-176		3 25
Pineapples, 18-24 and 30-36		2 50
Strawberries, per pint cup		0 08
Cherries, American, box		2 50

VEGETABLES.—Business opened up briskly in all lines of fruit and vegetables this week. The feature of the vegetable market was a decline in several lines, including tomatoes, cucumbers and cabbage. Tomatoes dropped 50c per crate, and are now quoted at $3.50-$4.00; last week they were $4.00-4.50. Cucumbers declined 75c per basket, and are quoted now at $3.00. Cabbages are down to $3.00 per crate. The reason for these declines is that crops are much better with the arrival of warmer weather in America. Car lot supplies are now arriving more freely. Asparagus jumped to $3.00 per doz. bunches this week on account of a scarcity and heavy demand. Slightly cool weather in Montreal made it difficult to grow asparagus last week. New potatoes advanced during the week, but are likely to be down again this week. Sweet potatoes are scarce, and no demand for them. Rhubarb is down again to 20-25c per doz. No American cress now being offered, as there is enough Canadian to supply the demand.

Asparagus, Canadian, doz. bunches	2 50	3 00
Beets, new, doz.		1 30
Beets, bag		0 25
Beans, wax, basket		3 50
Beans, green, basket		3 50
Cabbage, new, bbl.		3 00
Carrots, bag		1 00
Carrots, new, doz.		1 00
Cauliflower, Canadian, doz.		2 00
Cucumbers, fancy, basket 6 doz.		3 00
Celery, Florida, crate		3 00
Horseradish, Canadian, lb.		0 10
Head lettuce, per box, 2 doz.		2 25
Curly lettuce, per box, 3 to 4 doz.	1 50	1 75
Mushrooms, 4 lbs., basket		2 00
Onions—		
Bermuda, 50 lb. crate		2 00
Parsnips, new, bunch		0 25
Parsley, Canadian, doz. bunches		0 35
Peppers, green, 3½-qt. basket		0 75
Potatoes—		
Montreal, bag		0 55
Green Mountain		0 65
New, bbl.		7 00
Potatoes, sweet, Jersey, bpr.		2 75
Radishes, doz.		0 35
Rhubarb, hothouse, doz.	0 20	0 30
Spinach, American, in bbls.		2 50
Turnips, bag		0 75
Tomatoes, Florida, crate	3 50	4 00
Watercress, Canadian, doz.		0 30

TORONTO.

FRUIT.—There are no price changes worth mentioning in the fruit market this week, though business is good in most lines. The holidays proved a big selling time, and retailers are certainly placing orders which are larger in bulk and extent and even more in number than was the case eight or nine months ago. Late Valencias are in now and are selling for $3.75 to $4. Navels are firm at levels which have obtained for some time. Lemons are firm at $3.25 to $3.50. Strawberries, which fluctuate a good deal, sell in quart boxes for 14c or thereabouts. They are very plentiful and price will drop down rather than advance. Pineapples at $2.50 to $3 find a ready sale. Bananas which are a very good line nowadays sell at all prices. Standard levels seem to be anywhere from $1.50 to $2.25. Grapefruit is firm at $3 to $4. This is good stuff and there is a big demand for it, and ever-increasing demand. Price is firm. Apples show little change. Spies are about the only thing left and they are firm at old prices.

Apples—		
Spies	4 50	5 50
Spies, box	1 75	2 00
Bananas, per bunch	1 50	2 25
Cocoanuts, sack	4 00	4 25
Grapefruit	3 00	4 00
Oranges—		
California navels	3 00	4 00
Lemons, Messinas	3 25	3 50
Lemons, California	3 25	3 50
Limes, per 100		1 60
Pears—		
California, box		3 25
Pineapples, Porto Rico, case	2 50	3 00
Strawberries, qt. box	0 14	0 15

VEGETABLES.—Asparagus went up latter part of last week and is firm at anywhere from $1.50 to $2. There is a big demand for it, and the stuff is fresh and very nice. Beans have been rather dull this last day or two. There is no price change. Canadian cabbage finds a ready sale at 50 to 75 a dozen. Carrots and turnips are more or less unchanged. Business in these lines is not brisk. Turnips, of which there does not appear to be a too good supply, are worth 35 to 50 cents, and they are firm at that, nothwithstanding the somewhat meager business. Cucumbers are down this week and we quote $1.50, which is quite a drop. Mushrooms are again higher at 90 cents as an outside price. Florida and Bermudas potatoes are all higher and very firm. We qote them by the barrel. Tomatoes are getting lots of call at $4.50 to $5. Leaf lettuce and parsnips are finding an increasing sale as the hot weather comes along. Root stuff is still very slow. Rhubarb sells only fairly well. Florida celery is getting lots of business. Business was very good over the holiday, and with the exception of root stuff, keeps up well.

Asparagus, Canadian	1 50	2 00
Beets, Canadian, bag	0 30	0 40
Beets, American		0 75

(Continued on page 45.)

Frogs' Legs Selling Well

Particularly to Hotels—Little Frozen Stuff, Though Some White Fish Still Held—Mackerel Moving Briskly—Large Clams at $2.00 — General Holiday Business Good.

MONTREAL.

FISH AND OYSTERS.—Lots of fish is going in to consumption this week on account of the three fast days; but, apart from that fact, there is no doubt that people are appreciating more the value of fish food. When fresh meats are so costly, and prospects so poor for a change, it seems natural that fish should be more popular. Supplies are coming in pretty well. Salmon are scarce, particularly from the West, where it should be plentiful at this season. From the East there have been a few arrivals of salmon, but these have sold at exorbitant prices—35-40c. Halibut is in good supply from the West, but rather scarce from the East. The ice is still interfering a good deal with fish operations in the East. Arrivals are not so large as would be expected. Lobsters are still arriving very freely, and are selling lower—13-14c. Lake fish, such as pickerel and pike, are not too plentiful, and prices are holding well. Brook trout is not over plentiful, but the demand has certainly not been up to last year's level; the price is low—24c per lb. In smoked, boneless, salted and canned fish, the demand is steady at firm prices.

TORONTO.

FISH AND OYSTERS.—There is little frozen stuff left now. A little whitefish still remains, being kept, doubtless, for emergency in case of a scarcity of whitefish. The only thing in the clams and oyster line is the sale of clams. These are moving very well, and large clams are quoted at $2 a hundred. Fresh sea-caught mackerel is in now, and is proving a good seller. It comes from New York chiefly, and is selling at 12c. Little necks are moving briskly at $1.25 to $1.50. Western salmon is down a nickel in price, and is a little slow at time of writing. Lobster is also down a nickel, selling for 30c. The stuff is very fine. Eels are moving well at 8c. There is a big hotel trade in them right now. Smoked lines have their usual quota of business, haddies and herrings all being bought in large quantities. Lake stuff does not alter much in price. Trout and whitefish divide the popularity. There is a lot of trout selling at present. Flounders are worth 9c; some are going a trifle cheaper, but 9c seems to be average price. There is a big demand, particularly from the hotel trade, for frogs' legs at 50c. Fish men say there is better business in these than ever before. Generally, trade is good, and the holiday proved a business-getter.

SMOKED FISH.

	Montreal	Toronto
Haddies, per lb., new cured	.07½-.08	.08-.09
Haddies, 15-lb. and 30-lb. boxes, lb.	.07-.07½	.10-.12
Haddies, fillets, per lb.	.10	.12
Haddies, Niobe, boneless, per lb.	.08½	...
Herring, Ciscoe, per lb.	.10	.10
St. John bloaters, 100 in box	110	1.20
Yarmouth bloaters, 60 in box	1.20	1.27
Smoked herrings, medium, box	.20	...
Smoked boneless herrings, 10-lb. box	1.10	...
Kippered herrings, selected, 60 in box	1.50	1.25-1.60
Smoked salmon, per lb.	.25	.23
Smoked halibut	...	.20

FROZEN FISH—SEA FISH.

	Montreal	Toronto
Salmon—		
Gaspe, large, per lb.	.15	.21
Red, steel heads, per lb.	.12	.12-.13
Red, sockeyes, per lb.	.12	.19
Red, Cohoes or silvers, per lb.	.08-.08½	.10
Pale, qualla, dressed, per lb.	.07-.07½	.07½-.08
Halibut, white western, large and medium, per lb.	.08½-.09	.09
Halibut, eastern chicken, per lb.	.09-.09½	.10
Mackerel, bloater, per lb.	.07½-.08	.09
Haddock, medium and large, lb.	.03½-.04	.10-.12
Market codfish, per lb.	.03½	.04
Steak codfish, per lb.	.04-.04½	.10
Canadian soles, per lb.	.06	...
Blue fish, per lb.	.15-.16	...
Smelts	.09	.18-.20
Herrings, per 100 count	3 00	....
Round pike	.05-.5½	....
Grass pike	.06	.06½

DRIED AND PREPARED FISH.

Dried codfish, medium and small, 100 lb.	7 00	7 50
Dried bake, medium and large, 100 lb.	6 00	....
Dried pollock, medium and large, 100 lb.	6 00	....
Dressed or skinless codfish, 100-lb. case.	7 25	8 00
Boneless codfish, 2-lb. blocks, 20-lb. bxs., per lb.	0 08	0 08
Boneless codfish, 2-lb. blocks, 20-lb. bxs., per lb.	0 07	0 07
Boneless codfish, strips, 20-lb. boxes	0 12	0 10
Sbredded codfish, 12-lb. boxes, 24 cartons, a box	1 80	1 80
Boneless codfish, in 2-lb. and 3-lb. boxes	0 15	0 15

BULK OYSTERS, CLAMS, ETC.

Standard, solid meats, gal.	1 80	....
Standard, bulk, gal.	1 50	1 40
Selects, per gal., solid meat	2 00	2 50
Best clams, imp. gallon	1 50	....
Best scollops, imp. gallon	2 00	2 25
Best prawns, imp. gallon	2 25	....
Best shrimps, imp. gallon	2 25	....
Sealed, best standards, qt. cans, each	0 40	....
Sealed, best select, quart cans, each	0 50	....

CLAMS, MUSSELS AND SHELL FISH, CRUSTACEANS, ETC.

Cape Cod shell oysters, per bbl.	11 00	....
Canadian cultivated oysters, bbl.	8 00	10 00
Clams, per bbl.	6 00	8 00
Live lobsters, small, lb.	0 14	0 30
Live lobsters, medium and large, lb.	0 17	....
Little necks, per 100	1 25	1 25

FRESH SEA FISH.

	Montreal	Toronto
Halibut	11 —12	0 12
Haddock, fancy, express, lb.	4½— 5	7—8
Mackerel, lb.		0 12
Steak, cod, fancy express, lb.	5½— 6	7—9
Herrings, Gaspereaux	2	....
Flounders	6	0 09
Salmon, Western	0 20	0 20
Salmon, Eastern	0 45	....

FRESH LAKE FISH.

Carp, lb.	0 06	....
Pike, lb.	0 07	0 10
Brook Trout	0 24	0 28
Perch, lb.	0 06	0 10
Suckers, lb.	0 05	0 07
Whitefish, lb.	0 11	0 15
Herrings, lb.	0 04	0 08
Lake trout, lb.	0 10	0 10
Dressed bullheads	0 10	....
Eels, lb.	....	0 08

FROZEN—LAKE AND RIVER.

White fish, large, per lb.	.08½-.09	.09
White fish, small tulibees, per lb.	.05½-.06	.07
Lake trout, large and medium, lb.	.09	.12
Dore, dress or round, lb.	.08	.09-.10
Pike, dressed and headless, lb.	.06 -.06½	.07
Pike, round, per lb.	.05½-.06	.06-.07

PICKLED FISH.

Salmon, Labrador, tierces, 300 lb.	20 00	....
Salmon, Labrador, bbls., 200 lbs.	14 00	....
Salmon, Labrador, half bbls., 100 lbs.	7 50	....
Salmon, B.C., bbls.	13 00	14 00
Sea trout, Baffin's Bay, bbls., 200 lb.	12 00	....
Sea trout, Labrador, bbls., 200 lb.	12 00	....
Sea trout, Labrador, half bbls., 200 lb.	6 50	6 50
Mackerel, N.S., bbls., 200 lb.	12 00	....
Mackerel, N.S., half bbls., 100 lb.	7 00	....
Mackerel, N.S., pails, 20 lbs.	1 75	2 00
Herrings, Labrador, bbls.	6 00	6 25
Herrings, Labrador, half, bbls.	3 25	3 25
Lake trout, 100-lb. kegs	6 00	6 00
Quebec sardines, bbls.	6 00	....
Quebec sardines, half bbls.	3 50	....
Tongues and sounds, per lb.	0 07½	....
Scotch herrings, imported, half bbls.	8 00	....
Holland herrings, imp'ted milkers, hf bbls	8 00	....
Holland herrings, imp'ted milkers, kegs	0 95	0 75-1 00
Holland herrings, mixed, half bbls.	7 00	....
Holland herrings, mixed, kegs	0 85	0 70-0 90
Lochfyne herrings, box	1 35	....
Turbot, bbl.	14 00	....
Green cod, No. 1, bbl.	10 00	10 00
Green cod, No. 2, bbl.	8 50	8 00

WINNIPEG.

FISH.—Fresh fish from Ontario lakes are now in, and good demand is being felt. This demand, of course, has reduced call for fresh halibut and salmon. Lake whitefish, pickerel and trout are all expected to decline in price by next week. The present quotations are those which have to be asked for the first stock which comes on, but as the fishermen get heavier catches they will be able to sell at lower prices. By next week it is probable prices will be down 1c.

Oysters, of course, are off the market now—have been since the first of the month.

Fish—		
New fresh jackfish	....	0 05
Fresh whitefish	....	0 10
Fresh pickerel	....	0 09
Fresh trout	....	0 12
Gold eyes	....	0 03½
Halibut	....	0 09
Salmon	....	0 16
Fresh cod	....	0 10
Haddies	....	0 09
Haddies, fillets	....	0 12½
Bloaters, box	....	1 50
Kippers, per box	....	1 75

The old wooden money drawer comes about as near being a check on your cash as a paper safety valve would come to being of use on an engine.

Advancing Market for Hogs

Cheese Prices Still Going up—No Let-up to Soaring Tendency—Big Export Demand—Good Drop in Butter Levels—Eggs a Cent Easier—Storing Eases Up — Higher Prices on Lard—Cooked Meats Selling Well.

MONTREAL

PROVISIONS.—The live hog market scored a further advance of 25-35c and dressed hogs went up 50c this week, resulting in a firmer market for hams, bacon and lard. In view of this, our quotations on several lines have been advanced. These include an advance of 1c on all hams, also breakfast bacon. Boiled and roast hams are also up a cent. The reason for this stronger market is a big demand for export. Further advances are not unlikely.

Hams—		
Small, per lb.		0 19
Medium, per lb.		0 18½
Large, per lb.		0 17
Backs—		
Plain, bone in	0 21	0 22
Boneless		0 24
Peameal		0 24
Bacon—		
Breakfast, per lb.		0 21
Roll		0 16
Shoulders, bone in		0 14
Shoulders, boneless		0 15
Cooked Meats—		
Hams, boiled, per lb.	0 26	0 27
Hams, roast, per lb.	0 28	0 29
Shoulders, boiled		0 25
Shoulders, roasted		0 26
Dry Salt Meats—		
Long clear bacon, 60-70 lbs.		0 15½
Long clear bacon, 80-100 lbs.		0 14½
Flanks, bone in, not smoked		0 15½
Barrelled Pork—	**Per bbl.**	
Heavy short cut mess		26 00
Heavy short cut clear		26 00
Clear fat backs		29 00
Clear pork		27 00
Lard, Pure—		
Tierces, 350 lbs. net		0 12¾
Tubs, 50 lbs., net		0 13½
Boxes, 50 lbs., net		13
Pails, wood, 20 lbs., gross		0 13¼
Pails, tin, 20 lbs. gross		0 13¼
Cases, 10 lbs., tins, 60 in case		0 13½
Cases, 3 and 5-lb. tins, 60 in case		0 14¾
Bricks, 1 lb. each		0 15¼
Lard, Compound—		
Tierces, 375 lbs., net	0 09¾	0 10
Tubs, 50 lbs., net		0 10½
Boxes, 50 lbs., net		0 10¾
Pails, wood, 20 lbs., net		0 10¾
Pails, tin, 20 lbs., gross		0 10¾
Cases, 10-lb. tins, 60 in case		0 11¼
Cases, 3 and 5-lb. tins, 60 in case		0 11¼
Bricks, 1 lb., each		0 12½
Hogs—		
Dressed, abattoir killed	13 75	14 25

BUTTER.—Receipts were down this week, but despite this fact, market was considerably easier, supply being greater than the demand. Falling off in demand can be attributed to the fact that the trade is waiting for lower prices before buying. Wholesalers reduced their quotation to 31c, for finest creamery, which is likely to be down to 30c by this week end. This means that the butter has declined 2c during the past week.

Butter—		
Finest creamery		0 30
Dairy prints		0 25
Dairy, solids		0 23
Separator prints		0 23
Bakers'		0 21

CHEESE.—Early this week the market was still very high, the price for old make, of which there is a little left, has reached a record figure—22c—while new cheese is still quoted at 20c. The quality of the latter is poor, and when the trade will pay 20c for this cheese, the market must certainly be strong. A slightly weakner feeling was seen in the market last week, and it is not believed that prices can remain where they are very long.

Cheese—	
Old make	0 22
New make	0 20
Old specials, per lb.	0 22
Stilton	0 21

EGGS.—Receipts are large, amounting to 18,337 cases, and the market in the country is decidedly easier, 18-18½c being buying prices. A number of cold storage operators report that they are pretty well filled up, so that it looks as though there will be plenty of eggs for everybody, unless a big export demand picks up. Considerably lower prices are expected in a week or so. Some sections of the country are showing considerable loss in bad eggs. It is interesting to note that the wholesale trade here are buying eggs on the "loss off" basis, that is, stores must refund to dealers value for all bad eggs received in shipments. Dealers emphasize the fact that after June 1, roosters should be killed off, or kept out of the flock, resulting in non fertile eggs, which keep better.

Eggs, case lots—	
Stamped	0 24
Selects	0 23
No. 1's	0 22

HONEY.—Both buckwheat and clover honey are being offered, but there is not a good trade going, as the public are waiting the arrival of fresh fruit.

Honey—	
Buckwheat, in bbls.	0 08½
Buckwheat, 60 lb. tins	0 09
Buckwheat, 10 lb. tins	0 10
White clover, bbl.	0 11½
White clover, large tins	0 12
White clover, small tins	0 12

POULTRY.—The Jewish holidays of two weeks ago were a disappointment as far as the wholesale poultry houses were concerned. Jewish merchants went to the country and bought their stock, getting it at a much lower price than that being quoted by the wholesalers. The result was the market came down suddenly on live fowl, and the demand now is very small. They are asking around 17c for all sizes. Dress fowl is quoted at 15-17c all sizes. Little demand for live geese, which are bringing 10-12c. Same applies to live ducks, which are quoted at 20-22c. People are waiting for new ducks. Green ducks (American) are bring 22c dead. Turkeys are quoted 22-25c, and a few live are arriving at 16c lb. Small demand for pigeons. American squabs are bringing $5.00 per doz.

Fresh Stock—	**Live.**	**Dressed.**
Fowl, 5 lbs. and over	17	15—18
Fowl, small	17	13—16
Spring chicken		23—25
Turkeys, fancy		20—25
Ducks	20—22	16—18
Geese	10—12	13—15
Pigeons, pair		30—35
Squab pigeons, pair	50	60

TORONTO.

PROVISIONS.—Pure lard is up a quarter of a cent all round, and is very firm at that. Compound is unchanged. Shoulders of bacon show a slight firming up, and we shorten our range of prices by half a cent. There is a big demand right now for cooked meats. This is a summery line, and trade is coming right along. Dressed hogs are very firm, and we quote them at $13 to $13.50. All pork products are remarkably stiff.

Hams—		
Light, per lb.	0 18	0 18½
Medium, per lb.	0 17½	0 18
Large, per lb.	0 15	0 15½
Backs—		
Plain, per lb.	0 21	0 22
Boneless, per lb.	0 24	0 25
Pea meal, per lb.	0 25	0 25
Bacon—		
Breakfast, per lb.	0 18	9 22
Roll, per lb.	0 14	0 15
Shoulders, per lb.	0 14	0 14½
Pickled meats—1c less than smoked.		
Dry Salt Meats—		
Long clear bacon, light	0 13½	0 14
Cooked Meats—		
Hams, boiled, per lb.	0 24	0 25
Hams, roast, per lb.	0 25	0 26
Shoulders, boiled, per lb.	0 22	0 23
Shoulders, roast, per lb.	0 22	0 23
Barrelled Pork—		
Heavy mess pork, per bbl.	25 00	26 00
Short cut, per bbl.	26 00	27 00
Lard, Pure—		
Tierces, 400 lbs., per lb.	0 12	0 12½
Tubs, 60 lbs.	0 13¼	0 14¼
Pails	0 13½	0 14
Tins, 3 and 5 lbs., per lb.	0 14¼	0 14½
Bricks, 1 lb., per lb.	0 14½	0 15

Lard, Compound—		
Tierces, 400 lbs., per lb.	0 09	0 09½
Tubs, 50 lbs., per lb.	0 09¾	0 10
Pails, 20 lbs., per lb.	0 10	0 10¼
Hogs—		
Dressed, per cwt.	13 00	13 50

BUTTER. — Butter is considerably easier, and most of our prices are down this week a couple of cents. The Eastern Townships market dropped 3c on Saturday last, and the general tone is much easier. The make is large, pastures are fine, and the flow of milk good. A lot of factories which can't make cheese—no matter how much they would like to—have to make butter, and the supply is plentiful enough to cope with demand and still leave an easy tone to the market.

Butter—		
Creamery prints, fresh made, lb.	0 30	0 32
Creamery prints, storage, lb.	0 29	0 31
Separator prints, lb.	0 25	0 27
Dairy prints, choice, lb.	0 24	0 26
Dairy solids, lb.	0 21	0 23
Bakers', lb.	0 21	0 22

CHEESE.—Once more we record an advance in cheese prices. If there is any old cheese, in the large, it is as high as 22 cents. Old twins are correspondingly advanced, and new large is up to 20c to 20¼c. The export demand is so big that, though there is undoubtedly a lot of cheese coming in now, there isn't enough to make an easy market. Domestic demand is good, but if export were lighter, domestic call would not make for present high levels.

Cheese—		
Old large, per lb.	0 21	0 22
Old twins, per lb.	0 21½	0 22½
New large, per lb.	0 20	0 20¼
New twins, per lb.	0 20¼	0 20½

EGGS.—Prices are again easier, and we quote new-laids at 21c to 22c; in cartons a cent to a couple higher. Big demand for storage doesn't cut as much ice just at present, storage having eased up a little. There is still a big general demand, however, but the supply is large enough to offset it.

Eggs—		
New laid, in cartons, per doz.	0 23	0 24
New laid, per doz.	0 21	0 22
Cracked eggs, per doz.	0 18	0 19

POULTRY.—The demand for broilers still keeps up. Live, they are worth 40c to 50c, but they must be up to weight, a pound and a half to two and a half. Half pound stuff is no good at all. Other poultry is quiet. Alas! they that were chickens are now fowl, and there is not much call for them. Ducks and turkeys are pretty dull; now and then an old gobbler straggles in, but not often.

Poultry—	Live.	Dressed.
Chickens	0 12—0 14	0 17—0 20
Fowl	0 12—0 14	0 14—0 16
Ducks	0 10—0 12	0 16—0 18
Turkeys	0 15—0 16	0 20—0 28

WINNIPEG.

PRODUCE.—For cured meats and lards there is the usual demand. No changes in price have been struck.

Cured Meats—		
Hams, per lb.	0 13	0 19
Shoulders, per lb.	0 18½	0 15
Bacon, per lb.	0 17½	0 18½
Long clear, D.S., per lb.		0 11½
Mess pork, bbl.		22 00
Lard—		
Tierces		0 13½
Tubs		6 88
Pails		2 77
Cases, 5s		8 47
Cases		8 70

BUTTER.—Receipts of creamery butter are light and hardly any dairy is coming on market. With coming of warmer weather it is expected receipts will become somewhat heavier, but prices will not drop materially because of influence cheese is having on this market. The high price being offered for this product in the east is resulting in more cheese being made and less butter. It seems likely, indeed, that the East will come on this market. If this is the case high prices are sure to hold, for at the present time the Western butter market is practically bare. Supplies will for some little time be used up almost as they arrive. It seems, indeed, that less butter will be available for cold storage, and the chances of high prices being enforced this fall and winter are very great.

Butter—		
Creamery, Manitoba	0 30	0 32
Dairy	0 27	0 31
Cooking	0 22	0 23

CHEESE.—Market is firm. Still there is a big export demand and it may be expected that there will be big shipments to Europe. Prices are steady at the recent high figures.

Cheese—		
New, large		0 20
New, twins	0 20¼	0 21

EGGS.—The condition here is weak. Large numbers of eggs are coming. Quality of these is going off, but this is not so important since much of the big storage requirements have already been looked after. Hot weather eggs are beginning to appear and with them has been noted an increase in the number of rots. Two weeks ago the percentage of rots was one-half of one per cent. It has now risen to two-thirds of one per cent. Prices of eggs range from 10 to 20c. These prices may go still lower.

Eggs, new laid, doz. (candled)	0 19

POULTRY.—Stocks of this line are light and orders also light at the present time.

Fresh Stock—		
Turkeys, per lb.	0 13	0 15
Chickens, per lb.	0 11	0 15
Fowls	0 10	0 12

FRUIT AND VEGETABLES.

(Continued from page 42.)

Beans, green, hamper	2 25	3 00
Beans, wax, hamper	2 50	3 00
Cabbage, Canadian, dozen	0 50	0 75
Cabbage, new, crate	3 25	3 50
Carrots, bag	0 50	0 75
Carrots, American		0 75
Cucumbers—		
Slicing, hothouse, dozen		1 50
Florida, hampers	3 00	3 25
Celery, Florida	2 25	3 25
Mushrooms, per lb.	0 60	0 90
Water cress, 11-qt. basket	0 50	1 00
Onions—		
Spanish, big crate	4 25	4 50
Can., 75-lb. bags	1 25	1 50
Can., 100-lb. sacks	2 50	2 75
Egyptian, crate	4 75	5 00
Bermudas, crate	1 75	2 00
Green peppers, basket		0 75
Potatoes, Delaware	0 65	0 70
Potatoes, Canadian, bag	0 50	0 65
Potatoes, Florida, new, bbl.	8 25	8 50
Potatoes, new, Bermudas, bbl.	10 00	12 00
Parsley, basket, 11-qt.	0 30	0 35
Parsley, American		0 75
Tomatoes, hothouse, lb.	0 20	0 25
Tomatoes, Florida, crate	4 00	4 75
Turnips, bag	0 35	0 50
Lettuce, leaf	0 20	0 30
Lettuce, Boston, head, small	3 00	4 00
Parsnips, Canadian, bag	0 55	0 65
Rhubarb, hothouse	0 60	0 75
Rhubarb, outside	0 25	0 30
Spinach, bushel		1 00

WINNIPEG.

FRUIT AND VEGETABLES. — The weather seems to have been against the fruit men. Almost every week-end there comes a cold spell which does a great deal to interfere with the demand. In spite of this a fair call is being felt, both from the country and city. Such staple lines as oranges, however, are somewhat off.

The week has seen several price changes. Apples are again up, Washingtons being quoted from $2.25 to $3.25. Bananas have risen somewhat, now being quoted at 5c. Lemons, too, continue their upward course, the present quotation being $5.25. Further rises in this line are to be expected. California navel oranges are now quoted at $4.25. Pineapples, on the other hand, have decreased, present quotations per case being $4.50. In strawberries there has been a big drop. These are coming in more plentifully and general quotation is $2.75. There is some speculation as to what will happen with lemons now that Italy has entered the war. It seems quite possible there would result a scarcity of ships for freight purposes which would interfere with exportation of lemons. The present supply of lemons on the market is exceedingly low, and anything which will further interference with deliveries will mean very much higher prices.

Apples—		
Washington	2 25	3 25
B. C., box apples		1 50
Bananas, lb.		0 05
Cranberries, case		2 75
Cocoanuts, doz.		1 00
Grape fruit	3 25	4 00
California		5 25
Oranges, California navels		4 25
Pineapples, per case		4 50
Car express, per crate		2 75

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Flour Quiet; Wheat Easier

Entrance of Italy Into War Acts as Bear Influence—Flour Business Dull—Export Trade Slow —No Strength to Any Market—Some Demand for Split Peas.

MONTREAL.

FLOUR.—There is so little trade passing in flour, and so little happening in market, it is difficult to say anything. It is even hard to offer any predictions as to when this quietness is liable to come to an end. Prices remain same, while trade in flour has been the smallest during past week of any this year. Dealers in winter wheat flour have noted during past six months an increasing demand for car lots as compared with the demand for small lots. They have figured out that business for small lots is going to the big millers who put up flour in seven, nine and twenty-four-pound bags. During the present period of quietness, when every cent almost has to be accounted for, the housewife is buying these smaller bags in preference to 98-lb. bags, say. There is good reason to believe this, too, because of the high prices prevailing. If market had been low, there would have been an advantage in buying 98-lb. bags, but now that the market is high, and liable to decline, the demand turns to smaller quantities. There is a strong undertone to Ontario quotations, and not a surplus of flour being offered. It was thought that the entrance of Italy into the fight would have had a depressing effect on wheat market. Perhaps it would have done so had not news arrived at same time of some poor crops in United States, which counteracted the other news. Wheat, as a matter of fact, did ease off a little, but it was slight compared with the importance of Italy going to war on the side of the Allies.

Manitoba Wheat Flour—	Per bbl.	of 2 bags
First patents	....	8 20
Second patents	....	7 70
Strong bakers	....	7 60

Flour in cotton sacks, 10 cents per barrel more.

Winter Wheat Flour—	Car lots.	Small lots.
Fancy patents	7 55	7 75
90 per cent., in wood	7 00	7 25
90 per cent., in bags	3 00	3 25

CEREALS.—The market for rolled oats remains in about the same position as for several weeks past. Prices are the same, and the demand is quiet. There is a fairly active demand for export.

Cornmeal—	Per 98-lb. sack	
Gold dust	2 50	2 55
Unbolted	....	2 25
Rolled Oats—	90's in jute.	
Small lots	3 45	....
25 bags or more	3 40	....
Packages, case	....	4 75

Rolled oats in cotton sacks, 5 cents more.

Oatmeal—fine, standard and granulated, 10 per cent. over rolled oats in 90s, in jute.

Rolled Wheat—	100-lb.	bbls.
Small lots	....	3 90
Hominy, per 98-lb. sack	....	2 75
Corn flour, bag	....	3 05
Rye flour, bag	3 00	3 50
Barley, pot	2 70	2 75

FLOUR.—Higher prices being paid for dairy produce is said to be helping the demand for feeds, but the demand has certainly fallen fairly flat, since the early spring rains brought up a splendid crop of grass. The market is helped by the fact that supplies are falling off, as production has dropped off since the falling off in demand.

Mill Feeds—	Per ton
Bran	26 00
Shorts	28 00
Middlings	30 00
Wheat moulee	38 00
Feed flour, bag	2 55
Mixed chops, ton	41 00
Crushed oats, ton	43 00
Barley, pot, 98 lbs.	2 85
Oats, chop, ton	43 00
Barley chop, ton	37 00
Feed oats, cleaned, Manitoba, bush.	0 76
Feed wheat, bag	2 55

TORONTO.

FLOUR.— All prices remain unchanged. Business is slow, and the holiday this week made it slower. There is good trade to be had in export—occasionally. Buyers over there still can't see our prices, and don't feel inclined to buy except when spurred by real need. Domestic business is tight. Wheat is easier just now. Italy's entering the war has been a weapon for the bears who see a hope of a shortened cut to the opening of the Dardanelles. Prices are, therefore, lower. May wheat is quoted, at time of writing, at $1.54¼, which is several cents lower than two or three weeks ago. Deferred months' wheat is lower in sympathy. A great deal will depend, we imagine, on the next couple of weeks, which, if Italy's entrance should make an immediate change in the war situation, will be productive, probably, of still lower levels.

Manitoba Wheat Flour—	Small lots. per bbl.	Car lots. per bbl.
First patents	8 20	8 00
Second patents	7 70	7 50
Strong bakers	7 50	7 40

Flour in cotton sacks, 10c per bbl. more.

Winter Wheat Flour—	Small lots. per bbl.	Car lots. per bbl.
Fancy patents	7 40	7 20
90 per cent.	7 20	7 00
Straight roller	7 00	6 80
Blended flour	7 00	7 00

CEREALS.—There is little strength to anything; rolled oats have weakened again. There do not appear to be buyers. Either purchasers are well stocked or else, seeing what they think is a weakening tone, they look for lower prices. Barleys are easier too. There is some business going in split peas.

Barley, pearl, 98 lbs.	....	5 00
Buckwheat grits, 98 lbs.	4 25	4 50
Corn flour, 98 lbs.	3 00	3 20
Cornmeal, yellow, 98 lbs.	2 25	2 40
Graham flour, 98 lbs.	3 70	3 80
Hominy, granulated, 98 lbs.	....	3 00
Hominy, pearl, 98 lbs.	....	3 00
Oatmeal, standard, 98 lbs.	....	3 92½
Oatmeal, granulated, 98 lbs.	....	3 92½
Peas, Canadian, boiling, hush	2 89	2 90
Peas, split, 98 lbs.	....	5 25
Rolled oats, 90-lb. bags	3 35	3 55
Rolled wheat, 100-lb. bbl.	3 85	4 00
Rye flour, 98 lbs.	3 10	3 25
Whole wheat flour, 98 lbs.	3 75	3 80
Wheatlets, 98 lbs.	4 00	4 15

MILL FEEDS.—Demand is slower for most lines. Bran has lost its strength and there is little call. The grass is in excellent shape and as that improves, the call for feeds slackens.

Mill Feeds—	Mixed cars, per ton	
Bran	26 00	27 00
Shorts	28 00	29 00
Middlings	30 00	32 00
Wheat moulee	....	30 00
Feed flour, per bag	1 85	1 90
Oats—		
No. 3, Ontario, outside points	0 65	0 67
No. 3, C.W., bay ports	....	0 67

WINNIPEG.

FLOUR AND CEREAL.—During the week there has come a decline in the price of flour, this now being quoted over the three prairie provinces at $7.70 for best patents. The decline is due, of course, to a somewhat easier tone on wheat market, which commenced immediately after the Lusitania was sunk. That the change did not come into effect immediately seems to have been because millers were holding off to see if the downward movement was merely temporary. Flour has, however, been holding steady at something under $1.60. In consequence the reduction has been struck. There has been no change whatever in oat market.

Manitoba Wheat Flour—	Per bbl.	
Best patents	....	7 70
Second patents	....	7 40
Low grades	....	5 60
Rolled oats, 80's	....	7 00
Standard oatmeal, 96 lbs.	....	6 15
Cornmeal, 98's	....	3 50

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6 oz. Tins, 4 doz. to case, weight 25 lbs.	90
8 oz. Tins, 4 doz. to case, weight 35 lbs.	1 30
12 oz. Tins, 4 doz. to case, weight 48 lbs.	1 60
16 oz. Tins, 4 doz. to case, weight 70 lbs.	2 25
3 lb. Tins, 2 doz. to case, weight 85 lbs.	5 00
5 lb. Tins, 1 doz. to case, weight 80 lbs.	9 50

COOK'S FRIEND BAKING POWDER.

W. D. McLaren, Limited.

In Cartons—	Per doz.
No. 1 (25c size), 4 doz. cs.	$ 2 25
No. 1 (25c size), 2 doz. cs.	2 30
No. 10 (20c size), 4 doz. cs.	1 80
No. 10 (20c size), 2 doz. cs.	1 85
No. 8 (15c size), 4 doz. cs.	1 30
No. 2 (10c size), 6 doz. cs.	0 80
No. 2 (10c size), 3 doz. cs.	0 85
No. 3 (5c size), 4 doz. cs.	0 45

Also in tins. Prices on application.

ROYAL BAKING POWDER.

Size	Less than 10 case lots Per doz.	Bbl. lots or 10 cases and over Per doz.
Dime	$ .95	$ .90
4-oz.	1.40	1.35
6-oz.	1.95	1.90
8-oz.	2.55	2.50
12-oz.	3.85	3.75
16-oz.	4.90	4.80
2½-lb.	11.60	11.35
3-lb.	13.60	13.35
5-lb.	22.35	21.00

Barrels—when packed in barrels one per cent. discount will be allowed.

FOREST CITY BAKING POWDER.

6-oz. tins	$0 75
12-oz. tins	1 25
16-oz. tins	1 75

BLUE.

Keen's Oxford, per lb.	$0 17
In 10-lb. lots or case	0 16

COUPON BOOKS — ALLISON'S.

For sale in Canada by The Eby-Blain Co., Ltd., Toronto; C. O. Beauchemin & Fils, Montreal, $2, $3, $5, $10, $15 and $20. All same price, one size or assorted.

UN-NUMBERED.

100 books and over, each	0 03½
500 books to 1,000 books	0 03

For numbering cover and each coupon, extra per book, ½ cent.

CEREALS.

WHITE SWAN	Per case
Biscuit Flour (Self-rising), 2 doz. to case, weight 70 lbs.	$3 00
Buckwheat Flour (Self-rising), 3 doz. to case, weight 70 lbs	3 00
Pancake Flour (Self-rising), 3 doz. to case, weight 70 lbs.	3 00
Breakfast Food, 2 doz. to case, weight 85 lbs.	4 50
King's Food, 2 doz. to case, weight 95 lbs.	5 50
Wheat Kernels, 2 doz. to case, weight 65 lbs.	3 75
Barley Crisps, 3 doz. to case, weight 50 lbs.	3 00
Flaked Rice, 3 doz. to case, weight 50 lbs.	3 00
Flaked Peas, 3 doz. to case, weight 50 lbs.	3 60

DOMINION CANNERS, LIMITED.

Aylmer Pure Jams, 16 oz. Jars.	Per doz.
Strawberry, 1914 pack	$2 20
Raspberry, red, heavy syrup	2 10
Black Currant	2 10
Red Currant	2 10
Peaches	2 10
Pear, Bart.	2 10

Aylmer Pure Jellies.

Red Currant	2 10
Black Currant	2 10
Crabapple	1 45
Raspberry and red currant	2 10
Raspberry and gooseberry	2 10
Plum jam	1 85
Green Gage plum stoneless	1 85
Gooseberry	1 85
Grape	1 85

Aylmer Marmalade

Orange Jelly	1 60
Lemon	1 60
Pineapple	1 90
Ginger	2 25

Aylmer Pure Preserves—Bulk

	5 lbs.	7 lbs.
Strawberry	0 72	1 00
Black currant	0 65	0 85
Raspberry	0 65	0 85

Aylmer 14's and 30's per lb.

Strawberry	0 14
Raspberry	0 14

COCOA AND CHOCOLATE.

THE COWAN CO., LTD.

Cocoa—	
Perfection, 1-lb. tins, doz.	4 50
Perfection, ½-lb. tins, doz.	2 40
Perfection, ¼-lb. tins, doz.	1 25
Perfection, 10c size, doz.	0 90
Perfection, 5-lb. tins, per lb.	0 35
Soluble bulk, No. 1, lb.	0 20
Soluble bulk, No. 2, lb.	0 18
London Pearl, per lb.	0 22

Special quotations for Cocoa in barrels, kegs, etc.

(Unsweetened Chocolate).

Supreme chocolate, ½'s, 12-lb. boxes, per lb.	0 35
Perfection chocolate, 20c size, 2 doz. in box, doz.	1 80
Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz.	0 90

Sweet Chocolate—	Per lb.
Queen's Dessert, ¼'s and ½'s, 12-lb. boxes	0 40
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, ¼-lb., 6 and 12-lb. boxes	0 35

The Dusty Summer Time Is Your Opportunity

Nearly every one of your customers uses an O-Cedar Polish Mop. During the Summer she will want the easiest way to keep the house free from dust. The easiest way is the

O-Cedar Polish Way

(Made-in-Canada)

She will use the polish for renewing her mop from time to time, and she will use it for running over her furniture. Be sure and have a big stock on hand as the demand will be big and steady.

Order From Your Jobber.

Channell Chemical Co., Limited
369 Sorauren Ave., Toronto

All Canada is Aglow with the Made-in-Canada Fever

How is it Affecting You?

This idea is gathering momentum daily and the grocer who makes the best of it is the one who will win out with a full cash drawer and a growing business.

The five Made-in-Canada lines here shown represent the leaders in their respective fields—Condensed Milk and Coffee. Their value as sales-producers and repeat business-getters is thoroughly established in the trade. Don't be content to stock them, but get them in the limelight by displaying and pushing them as Canada's original products.

We deliver 5-case lots to any point in Ontario, Quebec and Maritime Provinces, prepaying freight up to 50c per 100 lbs.

Note these prices:

St. George Brand Coffee, 2 doz. in case	$4.80
St. George Evaporated Milk, 4 doz. in case	3.60
Banner Condensed Milk, 4 doz. in case	5.25
Princess Condensed Milk, 4 doz. in case	4.50
Premier Skimmed, 4 doz. in case	[illegible]

ORDER NOW.

The Malcolm Condensing Co., Limited, St. George, Ont.

Help Your Customers Get the Benefit of This Important Change

Pick up any CANE wash board. Feel how strong, durable and well-made it is. Notice the extra quality of material—the best Belgian zinc for the metal work, the choicest selected Canadian white wood for the wood work. You'll quickly acknowledge it the most dependable wash board on the market—the best buy for your customers.

But change the zinc plate to ALUMINUM and you'll have the finest, most serviceable wash board the world has produced.

That sums up fully the change in CANE Wash Boards you can now offer your customers—and without cost.

War has raised the price of zinc to such an extent as to soon make it too costly for the manufacture of wash boards. We have therefore placed our factory in a position to equip our standard brands of wash boards with Aluminum instead of zinc face to any who desire them WITHOUT ADDITIONAL COST.

Of course aluminum is a much better material. Less liable to crack, split or carry defects that will tear the clothing. Easier to keep clean and its brighter appearance makes it an article that will sell easier.

Just tell your customers you are in a position to supply, at their request, the well-known CANE models with aluminum instead of zinc face. Point out to them the extra advantages. They're sure to appreciate them at once. Speak to them to-day and write us for trial shipment.

The Wm. Cane & Sons Company
Limited
Newmarket, Ont.

Purity TABLE SALT

in the handy, free-running,

Sanitary Packages

Gives you a strong hold on your patrons satisfies the most discriminating, pleases the economical.

With this package the salt shaker is easily filled, the salt never becomes caked or wet.

Supply your trade with the Pure Salt — Purity Salt, in the Sanitary packages or cotton bags.

Show the new package.

The
WESTERN SALT CO.
LIMITED
COURTRIGHT, ONT.

Diamond, 8's, 6 and 12-lb. boxes	0 29
Diamond, 6's and 7's, 6 and 12-lb. boxes	0 26
Diamond, ¼'s, 6 and 12-lb. boxes	0 27
Icings for Cake—	
Chocolate, white, pink, lemon, orange, maple, almond, cocoanut, cream, in ½-lb. packages, 2 doz. in box, per doz.	1 00
Chocolate Confections	Per lb.
Maple buds, 5-lb. boxes	0 37
Milk medallions, 5-lb. boxes	0 37
Chocolate wafers, No. 1, 5-lb. boxes	0 31
Chocolate wafers, No. 2, 5-lb. boxes	0 26
Nonparell wafers, No. 1, 5-lb. boxes	0 31
Nonpareil wafers, No. 2, 5-lb. boxes	0 26
Chocolate ginger, 5-lb. boxes	0 31
Milk chocolate wafers, 5-lb. boxes	0 37
Coffee drops, 5-lb. boxes	0 37
Lunch bars, 5-lb. boxes	0 37
Milk chocolate, 5c bundles, 3 doz. in box, per box	1 36
Royal Milk Chocolate, 5c cakes, 2 doz. in box, per box	0 85
Nut milk chocolate, ½'s, 6-lb. boxes, lb.	0 37
Nut milk chocolate, ¼'s, 6-lb. boxes, lb.	0 37
Nut milk chocolate, 5c bars, 24 bars, per box	0 85
Almond nut bars, 24 bars, per box	0 85

JOHN P. MOTT & CO.'S.

Miss N. Estabrook, St. John, N. B.; J. A. Taylor, Montreal; P. O.; F. M. Hannum, Ottawa, Ont.; Jos. E. Huxley & Co., Winnipeg, Man.; Tees & Persse, Calgary, Alta.; Russell, Johnson, Edmonton; D. M. Doherty & Co., Vancouver and Victoria.

Elite, 10c size (for cooking) doz	0 90
Mott's breakfast cocoa, 2-doz. 10c size, per doz.	0 85
Nut milk bars, 2 dozen in box	0 80
Breakfast cocoa, ¼'s and ½'s	0 36
No. 1 chocolate	0 30
Navy chocolate, ½'s	0 26
Vanilla sticks, per gr.	1 00
Diamond chocolate, ½'s'	0 24
Plain choice chocolate liquors	20 30
Sweet chocolate coatings	0 20

CONDENSED AND EVAPORATED MILK.

BORDEN MILK CO., LTD.

East of Fort William, Ont.

Preserved	Per case
Eagle Brand, each, 4 doz.	$6 25
Reindeer Brand, each, 4 doz.	6 25
Silver Cow Brand, each 4 doz.	5 75
Gold Seal Brand, each, 4 doz.	5 60
Mayflower Brand, each 4 doz.	5 60
Purity Brand, each 4 doz.	5 60
Challenge Brand, each 4 doz.	4 85
Clover Brand, each 4 doz.	4 85
Evaporated (Unsweetened)—	
St. Charles Brand, small, each 4 doz.	2 00
Peerless Brand, small, each 4 doz.	2 00
St. Charles Brand, Family, each 4 doz.	3 90
Peerless Brand, Family, each 4 doz.	3 90
Jersey Brand, Family, each, 4 doz.	3 90
St. Charles Brand, tall, each 4 doz.	4 50
Peerless Brand, tall, each, 4 doz.	4 50
Jersey Brand, tall, each, 4 doz.	4 50
St. Charles Brand, Hotel, each, 2 doz.	4 25
Peerless Brand, Hotel, each, 2 doz.	4 25
Jersey Brand, Hotel, each, 2 doz.	4 25
St. Charles Brand, gallons, each, ½ doz.	4 75
"Reindeer" Coffee and Milk, "large," each, 2 doz.	4 80
"Reindeer" Coffee and Milk, "small," each, 4 doz.	5 50
"Regal" Coffee and Milk, each, 2 doz.	4 50
"Reindeer" Cocoa and Milk, each, 2 doz.	4 80

COFFEE.

WHITE SWAN SPICES AND CEREALS, LTD.

WHITE SWAN.

1 lb. tins, 4 doz. to case, weight 80 lbs.	36
1 lb. tins, 2 doz. to case, weight 35 lbs.	
Add one-half cent per pound to the above.	

ENGLISH BREAKFAST COFFEE.

½ lb. tins, 2 doz. to case, weight 22 lbs.	22
1 lb. tins, 2 doz. to case, weigbt 40 lbs.	20

MOJA.

½ lb. tins, 2 doz. to case, weight 22 lbs.	32
1 lb., tins, 2 doz. to case, weigbt 40 lbs.	30
2 lb. tins, 1 doz. to case, weight 40 lbs.	30

PRESENTATION COFFEE.

A Handsome Tumbler in Each Tin.

1 lb. tins, 2 doz. to case, per lb.	27
Shipping weight, 50 lbs. per case.	

MINTO BROS.

MELAGAMA COFFEE.

	Whol.	Ret'l.
1s, 1½s, Grd.	25	30
1s, 1½s, B. & G.	32	40
1s only, B. & G.	35	45
1s, ½s, B. & G.	38	50

Packed in 30 and 50-lb. cases. Terms net 30 days prepaid.

MINTO COFFEE (Bulk).

M. Bean or Gr.	38
I Bean or Gr.	35
N Bean or Gr.	32
T Bean or Gr.	30
O Bean or Gr.	28
Spec. Grd. Compound	25

Packed in 25 and 50-lb. tins.

FLAVORING EXTRACTS.

WHITE SWAN FLAVORING EXTRACTS—ALL FLAVORS.

1 oz. bottles, per doz., weight 3 lbs.	$ 1 05
2 oz. bottles, per doz., weight 4 lbs.	2 00
2½ oz. bottles, per doz., weight 6 lbs.	2 30
4 oz. bottles, per doz., weight 7 lbs.	3 50
8 oz. bottles, per doz., weight 14 lbs.	6 50
16 oz. bottles, per doz., weight 23 lbs.	12 00
32 oz. bottles, per doz., weight 40 lbs.	22 00
Bulk, per gallon, weight 16 lbs.	10 00

CRESCENT MFG. CO.

CRESCENT MAPLEINE.

Special Delivered Price for Canada.

	Per doz.
1½-oz. (4 doz. case), weight 9 lbs., retail each 15c.	$ 1 40
1 oz. (4 doz. case), weight 14 lbs., retail each 30c.	2 55
2 oz. (3 doz. case), weight 15 lbs., retail each 50c.	4 40
4 oz. (2 doz. case), weight 17 lbs., retail each 90c.	7 00
8 oz. (1 doz. case), weight 17 lbs., retail each $1.50.	13 00
Pint (1 doz. case), weight 29 lbs., retail each $3.	25 00
Quart (1 doz. case), weigbt 53 lbs., retail each $5.50.	47 75
Gallons, each, retail each $20	17 15

GELATINE.

Knox Plain Sparkling Gelatine (2-qt. size), per doz.	1 80
Knox Acidulated Gelatine (Lemon flavor), (2-qt. size), per doz.	1 30
Cox's Instant Powdered Gelatine (1-qt. size), per doz.	1 10

GOOD NEWS FOR CANADA

McVITIE & PRICE, Limited

Biscuit Manufacturers

EDINBURGH (Scotland) and LONDON (England)

have now a complete chain of Agents from the Atlantic seaboard to the Pacific Coast, who carry fresh stocks of their high-grade Biscuits.

Write to any of these Agents for samples and terms and you will receive prompt attention:

Nova Scotia.	C. E. Choat & Co., Halifax, N.S.
Quebec and Ontario.	C. H. Cole, 501 Read Buildings, Montreal.
	C. H. Cole, 33 Front East, Toronto.
Manitoba and Saskatchewan.	Richards & Brown, Ltd., James St., Winnipeg.
Alberta.	Campbell, Wilson & Horne, Ltd., Calgary.
	Campbell, Wilson & Horne, Ltd., Lethbridge.
	Campbell, Wilson & Horne, Ltd., Edmonton.
British Columbia and Yukon.	Kelly, Douglas & Co., Ltd., Vancouver.
	Kelly, Douglas & Co., Ltd., Victoria.
	Kelly, Douglas & Co., Ltd., New Westminster.
	Kelly, Douglas & Co., Ltd., Prince Rupert.

GENERAL CANADIAN REPRESENTATIVE:

Mr. Sydney Owthwaite, 501 Read Bldgs., Montreal

Strawberries

now coming from Delaware and Virginia. We are large Direct Importers. Always have the goods and right price.

Florida Cucumbers

now arriving in Car Lots.

Pineapples, Tomatoes, Etc.

Late Valencia Oranges.

WHITE & CO.

Wholesale Fruits and Fish

TORONTO

Branch at Hamilton.

Your Waste Paper A Valuable Asset

Sell It For Cash

by baling it in a

Climax Steel Baler

A saving of only 5c a day pays an annual dividend of over 50% on this machine. It also reduces your fire risks and keeps your place clean and neat.

"Made in Canada."

Patent applied for

USE IT TEN DAYS FREE

Write for particulars

Climax Baler Co., Hamilton, Ont.

COIN PURSES

(Our new penny piece)

NIGHT STICKS
WHISTLES
FLEXIBLE STICKS
CIGARETTES

and a full line of attractive and quick-selling Licorice Specialties.

Order from your Wholesaler

Everything in Licorice for Grocer, Druggist and Confectioner

MADE IN CANADA

National Licorice Company

MONTREAL

"Made in Canada"

Brooms of Quality

to introduce our

CANADA LINE

Please note the following

Special Prices

Sample Order Solicited

Fine Polished Colored Handles

No. 1 CANADA, 5 stg. - - $4.50
" 2 " 4 " - - 4.00
" 3 " 4 " - - 3.75

6-doz. Lots and up delivered (Ontario)

Walter Woods & Co.
HAMILTON

IN THE FRUIT SEASON

The housewife would almost as soon be without sugar or potatoes as not to have

Parowax

always on hand. For sealing preserves, jams and jellies, Parowax is a staple.

Parowax is also largely used for loosening dirt when washing clothes. Women like it because it makes washing easy, and does away with all the hard rubbing.

Our advertising this year will again stir up a good demand for Parowax. Be ready for it. Put up in ¼-lb. cakes, packed 4 in a carton, 20, 40 or 100 cartons in a case.

MADE IN CANADA

THE IMPERIAL OIL COMPANY
Limited
BRANCHES IN ALL CITIES

BOAR'S HEAD LARD COMPOUND.

N. K. FAIRBANK CO., LTD.

Tierces	0 10¼
Tubs, 60 lbs.	0 10½
Palls, 20 lbs.	0 10¾
Tins, 20 lbs.	0 10¼
Cases, 3 lbs., 20 to case	0 11¼
Cases, 5 lbs., 12 to case	0 11½
Cases, 10 lbs., 6 to case	0 11

F.O.B. Montreal.

MUSTARD.

COLMAN'S OR KEEN'S.

	Per doz. tins
D. S. F., ¼-lb.	$ 1 50
D. S. F., ½-lb.	2 68
D. S. F., 1-lb.	5 36
F. D., ¼-lb.	0 95
F. D., ½-lb.	1 63
	Per jar
Bull, 4-lb. jar	0 87
Durham, 1-lb. jar	0 28

JELLY POWDERS.

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan, 15 flavors, 1 doz. in handsome counter carton, per doz. ..... $ 0 90

List Price.

SOAP AND WASHING POWDERS.

SNAP HAND CLEANER.

3 dozen to box	3 60
6 dozen to box	7 20

30 days.

RICHARDS' PURE SOAP.

Richards' Quick Naptha Soap.

Packed 100 bars to case.

5-case lots (delivered), $4.15 each with 20 bars of Quick Naptha as a free premium.

FELS NAPTHA.

Prices—Ontario and Quebec:

Less than 5 cases	$ 5 90
Five cases or more	4 95

WHITE SWAN LYE.

Single cases, 4 doz.	$ 3 50
5 case lots, 4 doz.	3 55

Shipping weight 50 lbs. per case.

THE CANADA STARCH CO., LTD., EDWARDSBURG BRANDS and BRANTFORD BRANDS.

Laundry Starches— Boxes.	Cents.
40 lbs., Canada Laundry	.06¼
40 lbs., boxes Canada white gloss, 1 lb. pkg.	.06¾
48 lbs. No. 1 white or blue, 4 lb. cartons	.07¼
48 lbs. No. 1 white or blue, 3 lb. cartons	.07¼
100 lbs., kegs, No. 1 white	.06¾
200 lbs., bbls., No. 1 white	.06¾
20 lbs., Edwardsburg silver gloss, 1 lb. chrome pkgs.	.07¾
48 lbs. silver gloss, in 6-lb. tin canisters	.08¼
36 lbs., silver gloss 6-lb. draw lid boxes	.08¼
100 lbs., kegs, silver gloss, large crystals	.07¼
28 lbs., Benson's Satin, 1-lb. cartons, chrome label	.07½
40 lbs., Benson's Enamel (cold water), per case	3 00
20 lbs., Benson's Enamel (cold water), per case	1 50
Celluloid—boxes containing 45 cartons, per case	3 60

Culinary Starch.

40 lbs. W. T. Benson & Co.'s prepared corn	.07¾
40 lbs. Canada pure corn starch	.06½

(120-lb. boxes ¼c higher.)

Casco Potato Flour, 20-lb. boxes, per lb.	10

BRANTFORD STARCH.

Ontario and Quebec.

Laundry Starches—

Canada Laundry—

Boxes about 40 lbs.	06

Acme Gloss Starch—

1-lb. cartons, boxes of 40 lbs.	.06¾

First Quality White Laundry—

3-lb. canisters, cs. of 48 lbs.	.07¼
Barrels, 200 lbs.	.06¾
Kegs, 100 lbs.	.06¾

Lily White Gloss—

1-lb. fancy carton cases 30 lbs.	.07¾
8 in case	.08
6-lb. toy trunks, lock and key, 6-lb. toy drum, with drumsticks, 8 in case	.08¼
Kegs, extra large crystals, 100 lbs.	.07¼

Canadian Electric Starch—

Boxes, containing 40 fancy pkgs., per case	3 00

Celluloid Starches—

Boxes containing 45 cartons, per case	3 60

Culinary Starches—

Challenge Prepared Corn—

1-lb. pkts., boxes of 40 lbs.	.06½

Brantford Prepared Corn—

1-lb. pkts. boxes of 40 lbs.	.07¾

"Crystal Maize" Corn Starch—

1-lb. pkts., boxes of 40 lbs.	.07¾

(20-lb. boxes ¼c higher than 40's)

OCEAN MILLS, MONTREAL.

Chinese starch, 16 oz. pack., 4 doz. per case, $4; Ocean Corn Starch, 16 oz., pack., 4 doz. per case, $3.60; King Corn Starch, 16 oz. pack., 4 doz. per case, $3.12; Ocean Blanc Mange, all flavors, 8 oz. pack., 4 doz. per case, $4; Ocean Borax, 8 oz. pack., 4 doz. per case, $1.80; Ocean Baking Soda, 8-oz. package, 120 packages, per case, $3; Ocean Baking Soda, 16 oz. pack., 60 pack. per case, $3; Ocean Baking Powder, 1 lb. pack., 3 doz. per case, $6.75; Ocean Baking Powder, 8 oz. pack., 5 doz. per case, $6.50; Ocean Baking Powder, 4 oz. pack., 4 doz. per case, $3; Ocean Baking Powder, 3 oz. pack., 4 doz. per case, $1.60; Ocean Baking Powder, 5 lb. tin, 10 tins per case, $7.50; Chinese Washing Powder, 8 oz., 120 pack. per case, $4.25; retail at 5c per doz., 45c; Ocean Extracts, all flavors, 2 oz., 6 doz. per case, $6; Ocean Mustard (French Mustard, quart size, 2 doz. per case, $4.80; Ocean Mustard (French Mustard), pint size, 2 doz. per case, $4; Ocean Liquid Blue, pint bottles, 2 doz. per case, $1.80; Petrolatum, 2 oz. jars, 12 doz. per case, $5.40; Petrolatum, 5 oz. jars, 6 doz. per case, $5.40; Ocean Cough Syrup, 8 oz. bottle, 3 doz., per case, $7.20.

UPTON'S CLOVER HONEY

Have you seen our new package?

Write us for price list.

The T. Upton Co., Limited

ST. CATHARINES

Factories at Hamilton and St. Catharines

Arriving This Week

FRESH CARS

Fancy Havana Pines
18s, 24s, 30s.

Fancy Southern Strawberries

Fancy Jamaica Bananas

Fancy Tomatoes
Peters Pack. Very Fine Quality.

Also

1 Car Fancy Texas Onions.
White Wax and Yellow.

Best Goods at Lowest Possible Prices.

THE HOUSE OF QUALITY

Hugh Walker & Son

GUELPH and NORTH BAY

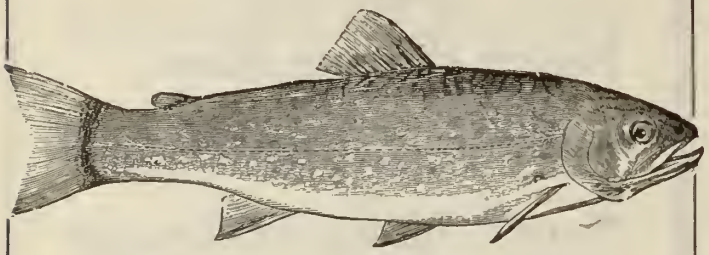
TEA

Both the China and Japan markets are now open — Japan on about the same basis as last year, but quotations from Hankow on Congous are extremely high, and Russian buyers seem to be willing to pay any price. It looks as though there was no relief in sight for Black Teas; in fact, everything is pointing to further advances, and as we have already pointed out several times, we think it would be wise to anticipate your wants for some little time to come and buy now while the opportunity is open to secure desirable teas at moderate prices.

John Duncan & Co.

Established 1866 MONTREAL

Caught in Canadian Waters by Canadian Fishermen



Processed and Packed by Canadians.

Transported by Canadian Companies.

Everything is Canadian between your Customer's table and the waters of "Old Atlantic" that yield the delicious

Brunswick Brand Sea Foods

There's no better fish in the world than those obtained in the Canadian waters of the Atlantic; no better facilities for packing them than are at our disposal in our sanitary sea foods plant.

In short "Brunswick" Brand Sea Foods are of a quality which Canadians are proud to own, and best of all, they represent an entirely Canadian product.

Stock up with Brunswick Brand ¼ Oil Sardines, Kippered Herrings, Herrings in Tomato Sauce, Finnan Haddies (oval and round tins), Clams and Scallops. Satisfy the masses of Canadians and give employment to Canadians.

ORDER TO-DAY.

CONNORS BROS., LIMITED

BLACK'S HARBOR, N.B.

COW BRAND BAKING SODA

In boxes only.

Packed as follows:

5c packages (96)	$ 3 20
1 lb. packages (60)	3 20
½ lb. packages (120)	3 40
1 lb. 30 / ½ lb. 60 Packages, Mixed	3 30

SYRUP.

THE CANADA STARCH CO., LTD., CROWN BRAND CORN SYRUP.

2-lb. tins, 2 doz. in case	$2 65
5-lb. tins, 1 doz. in case	3 00
10-lb. tins, ½ doz., in case	2 90
20-lb. tins, ¼ doz. in case	2 85
Barrels, 700 lbs.	3¾
Half barrels, 350 lbs.	4
Quarter barrels, 175 lbs.	4¼
Palls, 38½ lbs.	1 95
Palls, 25 lbs. each	1 40

LILY WHITE CORN SYRUP.

2-lb. tins, 2 doz. in case	3 00
5-lb. tins, 1 doz. in case	3 35
10-lb. tins, ½ doz. in case	3 25
20-lb. tins, ¼ doz. in case	3 20

(5, 10 and 20-lb. tins have wire handles.)

ST. LAWRENCE SUGAR REFG. CO.

Crystal Diamond Brand Cane Syrup.

2-lb. tins, 2 doz. in case	$2 65
Barrels	0 03¾
½ barrels	0 04

CANNED HADDIES.

"THISTLE" BRAND.

A. P. TIPPET & CO., Agents.

Cases, 4 doz., each, flats, per case	$5 40
Cases, 4 doz. each, ovals, per case	5 40

INFANTS' FOOD.

Robinson's patent barley, ½ lb. tins, $1.25; 1-lb. tins, $2.25; Robinson's patent groats, ½-lb. tins, $1.25; 1-lb. tins, $2.25.

BEAVER BRAND CORN AND MAPLE SYRUP.

Quart tins (wine measure), 2 doz. in case, per case	4 70

MOLASSES.

THE DOMINION MOLASSES COMPANY, LTD.

Gingerbread Brand.

2s, Tins, 2 doz. to case.

Quebec, per case	$1 85
Ontario, per case	1 30
Manitoba, per case	2 30
Saskatchewan, per case	2 60
Alberta, per case	2 70

DOMOLCO BRAND.

2s, Tins, 2 doz. to case.

Quebec and Ontario, per case	2 95
Manitoba, per case	3 40
Saskatchewan, per case	3 65
Alberta, per case	3 75
British Columbia, per case	2 40
British Columbia, per case	3 55

SAUCES.

PATERSON'S WORCESTER SAUCE.

½-pint bottles, 3 and 6 doz. cases, doz.	0 90
Pint bottles, 3 doz. cases, doz.	1 75

H. P.

	Per doz.
H. P. Sauce— Cases of 3 dozen	1 90
H. P. Pickles— Cases of 2 doz. pints	3 25
Cases of 3 doz., ¼ pints	2 20

STOVE POLISH.

JAMES DOME BLACK LEAD.

2a size, gross	2 50
6a size, gross	2 40

NUGGET POLISHES.

	Doz.
Polish, Black and Tan	0 85
Metal Outfits, Black and Tan	3 65
Card Outfits, Black and Tan	3 25
Creams and White Cleanser	1 10

TEAS.

THE SALADA TEA CO.

East of Winnipeg.

	Wholesale.	R't'l.
Brown Label, 1s and ½s	.33	.40
Blue Label, 1s, ½s, ¼s, and ⅛s	.40	.50
Red Label, 1s and ½s.	.46	.60
Gold Label, ½s	.54	.70

ORANGE MARMALADE.

"BANNER BRAND" PURE FRUIT PRODUCTS.

JAMS AND JELLIES.

2's	$ 2 15
4's	0 35
5's	0 42
7's	0 60
30's, wood	0 08
12-oz. glass jar	1 15
Tumbler, glass	0 95

MARMALADE.

2's, per doz.	$ 2 30
4's, per pail	0 40
5's, per pail	0 45
7's, per pail	0 65
30's, wood, lb.	0 08¾
12-oz. glass jar, doz.	1 20
Tumbler, glass, doz.	1 00

Prices subject to change without notice.

MINTO BROS., Limited, Toronto.

We pack in 60 and 100-lb. cases All delivered prices.

MELAGAMA TEA.

	Whol.	Ret.
Red Label, 1s or ½s	0 29	0 35
Green Label, 1s, ½s, ¼s	0 32	0 40
Blue Label, 1s, ½s, ⅛s	0 37	0 50
Yellow Label, 1s, ½s, ⅛s	0 42	0 60
Purple Label, ⅛s only	0 55	0 80
Gold Label, ¼s only.	0 70	1 00

MINTO TEA.

	Whol.	Ret.
Green Bag	0 29	0 35
Red Bag	0 32	0 40
Yellow Bag	0 37	0 50
Purple Bag	0 42	0 60

YEAST.

White Swan Yeast Cakes, per case, 3 doz. 5c pks.	1 20

IMPERIAL TOBACCO CO. OF CANADA, LIMITED, EMPIRE BRANCH.

Black Watch, 8s, butts 9 lbs., boxes 6 lbs.	$0 60
Bobs, 6s and 12s, 12 and 6 lbs.	0 40
Currency Bars, 12s, ½ butts, 12 lbs., boxes 6 lbs.	0 46
Currency, 6s, ½ butts, 9 lbs.	0 46
Stag Bars, 6½s, butts, 11 lbs., boxes 5½ lbs.	0 48
Walnut Bars, 8½s, boxes 7 lbs.	0 64
Pay Roll, thick bars, 8½s, 6 lb. boxes	0 68
Pay Roll, thin bars, 8½s, 5 lb. boxes	0 68
Pay Roll, plug, 8½s, 12 and 7 lb. caddies	0 68
Shamrock, plug, 7½s, ½ butts, 12 lbs., boxes 6 lbs.	0 57
Empire, 7s and 14s, caddies 15 lbs., ¼ caddies, 6 lbs.	0 56
Great West, pouches, 9s	0 72
Forest and Stream, tins, 11s, 2 lb. cartons	0 89

Nearly half a century and still the favorite.

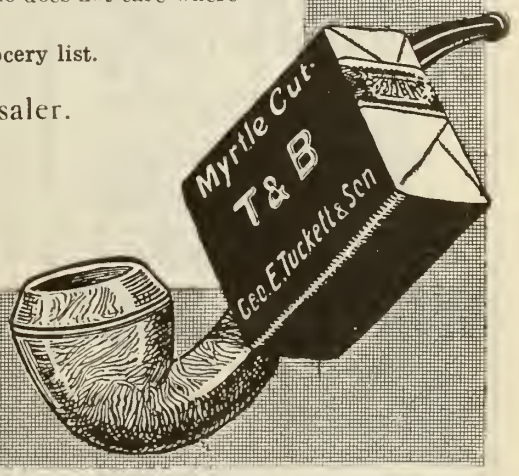
You know the old proverb about **the new broom sweeping clean**; it's a true one too, and can be applied to a great many things, but not so with T & B Myrtle Cut Tobacco.

Fifty years is a long time, yet for nearly that length of time this real man's tobacco has remained the favorite with the veteran smoker—the man who does not care where he buys it, and whose family trade is a good thing to have.

You should see that dad's weekly supply is included in the Grocery list.

Order "Myrtle Cut" from your Wholesaler.

Tuckett Limited
HAMILTON, ONT.



Are You Interested

In Buying a Business?
In Selling a Business?
In Engaging a Clerk?
In Securing a Position?
In Securing a Partner?
In Disposing of Second-hand Fixtures?

Then you should use
Canadian Grocer's Classified Ad. Columns.

It should find for you among the progressive Grocers of Canada at least one individual who is on the lookout for just such a proposition that you have to offer.

CANADIAN GROCER reaches the retailer, the wholesaler, the manufacturer, the clerk and the traveller, just the men to whom you wish to sell or from whom you would buy.

No Other Paper Reaches All These Men.

RATES:
(payable in advance)
2c per word, first insertion.
1c per word, subsequent insertions.
5c extra per insertion when replies are to be addressed c|o Canadian Grocer.

Canadian Grocer
143-153 University Ave., Toronto

Daily arrivals of fine, fresh, frozen

Lake Trout and Herring

also Pickled Herring. Just the thing for deliciously appetizing and economical meals. Big margin for the dealer.

¶ Only few hundred barrels Georgian Bay Apples left. Rush your order through —NOW.

Lemon Bros.
Owen Sound, Ont.

The Best Pack of
California Valencias

AURORA

A 1

MARS

Now on the market. Ask your Wholesale.

J. J. McCabe
AGENT
Toronto

Buyers' Guide

WRITE TO
10 Garfield Chambers, Belfast, Ireland,
for Sample Copy of the
Irish Grocer, Drug, Provision and General Trades' Journal
If you are interested in Irish trade.

We are buyers of evaporated and farmers' dried apples. Prices and tags on application.
O. E. Robinson & Co.
Ingersoll Ontario

SUCHARD'S COCOA
The Highest Quality
Most Reasonably Priced
"Quality" Cocoa
On Sale Anywhere.
FRANK L. BENEDICT & CO.
Agents Montreal

EGG FILLERS
Our capacity is three times the total Filler requirements of Canada.
PROMPT DELIVERIES
by us are therefore certain.
THE TRENT MFG. CO., LTD.
TRENTON, ONTARIO, CANADA

Write us for New Price List of
WINDSOR SALT
TORONTO SALT WORKS
TORONTO, ONT. GEO. J. CLIFF, Manager

ST. MARC COFFEE
Gives all users entire satisfaction.
AUGUSTIN COMTE & CO., LTD.
725 Notre Dame E. Montreal

THEY ARE GOOD
OLD STAND-BYS
Baker's Cocoa and Chocolate

Registered Trade-Mark

are always in demand, sell easily and are thoroughly reliable. You have no selling troubles with them.

Trade-mark on every genuine package

MADE ONLY BY
Walter Baker & Co. Limited
Established 1780
Montreal, Can. Dorchester, Mass.

TANGLEFOOT
The Non-Poisonous Fly Destroyer
Destroys Billions of Flies every year—vastly more than all other means combined. Absolutely Sanitary.

When writing advertisers kindly mention having seen the advertisement in this paper.

More than five million families annually testify to their superiority.

For twenty years the standard of clean, wholesome, natural, sun-cured, seedless raisins.

May be purchased from any wholesale grocer in Canada.

Canadian Agents:
Nicholson & Bain,
Winnipeg, Edmonton, Saskatoon, Regina.
Eugene Moore,
Toronto.
Universal Importing Company,
Montreal.

11 x 22 six-color display card mailed on application.

Always sold in this package.

AMERICAN VINEYARD COMPANY, Growers and Packers

CLASSIFIED ADVERTISING

Advertisements under this heading, 2c per word for first insertion, 1c for each subsequent insertion.

Where replies come to our care to be forwarded, five cents must be added to cost to cover postage, etc.

Contractions count as one word, but five figures (as $1,000) are allowed as one word.

Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

FOR SALE

FOR SALE—A GROCERY, FLOUR AND feed business in a good town. Corner store. Stock and fixtures $3,500. A bargain. Apply to Box 88, Canadian Grocer, Toronto. 52015

FOR SALE—GENERAL STORE SITUATED 21 miles west of London. Turnover $15,000.00. Stock $5,500.00. Good opening for energetic man. Will sell or lease store. Proprietor wishes to retire. Write to Box 87, Canadian Grocer, Toronto, Ont. 61115

GROCERY AND PROVISION BUSINESS FOR sale in thriving Ontario town. Well established; good location. Stock about $3,500. Turnover $22,500 a year. Write Box 92, Canadian Grocer, Toronto.

WANTED

AGENCIES WANTED FOR STAPLE ARticles for first-class man with connection in the Ottawa Valley. Write Box 90, Canadian Grocer, Toronto.

GROCERY MAN, FIFTEEN YEARS' EXperience, open for position June 1st. Write Box 89, Canadian Grocer, Toronto.

WANTED—SITUATION IN GROCERY STORE as branch manager or assistant. Thoroughly experienced. Office work, tea-taster. Box 86, Canadian Grocer, Toronto. (0)

WANTED—AN EXPERIENCED CLERK FOR General store. One who can speak English and French preferable. First-class references required. Apply Box 113, Comber, Ont.

EXPERIENCED SALESMAN OPEN FOR situation as agent or manager of branch in grocers' specialties, etc., for Maritime Provinces. Good traveller and salesman. Understands clerical work. Willing to accept moderate salary until ability proved. Good references. Address J. H., Post Office Box 3009, Montreal.

WANTED—WHAT ARE YOU WANTING? A clerk, a business, a salesman, a partner? An outlay at the rate of two cents a word will make your wants known throughout the Dominion to just the men who can satisfy you. See our rates above and send along your ad. to-day.

WANTED—A SITUATION AS MANAGER OR clerk in grocery and provision store, town or country. I am a first class window and shop dresser, bookkeeper, ticket writer and can command good business at soliciting. Salary moderate, good references. Box 91, Canadian Grocer, Toronto.

TRAVELLER, HAVING GOOD CONNECTION with grocery, feed and confectionery trade in Halifax and district, and able to furnish first-class references, will be pleased to hear from any manufacturer desiring representation in the territory mentioned. Address Traveller, Canadian Grocer. (43015)

MISCELLANEOUS

ACCURATE COST-KEEPING IS EASY IF you have a Dey Cost Keeper. It automatically records actual time spent on each operation down to a decimal fraction of an hour. Several operations of jobs can be recorded on one Limited. Office and factory, 29 Alice Street, an excellent combination — employees' time card. For small firms we recommend this as register and cost keeper. Whether you employ a few or hundreds of hands, we can supply you with a machine suited to your requirements. Write for catalogue. International Time Recording Company of Canada, Toronto.

BUCKWHEAT FLOUR GUARANTEED pure and unsurpassed by any mill in the province. T. H. Squire, Queensboro, Ont., solicits your orders.

WAREHOUSE AND FACTORY HEATING systems. Taylor-Forbes Company, Limited. Supplied by the trade throughout Canada. (tf)

THE NATIONAL CASH REGISTER COMpany guarantee to sell a better register for less money than any other house on earth. We can prove it. Make us. The National Cash Register Co., 285 Yonge St., Toronto.

WANTED—ENERGETIC MAN TO SECURE subscriptions and renewals to MacLean's Magazine and The Farmer's Magazine. Good income guaranteed to capable person. Apply by letter, stating qualifications, to The MacLean Publishing Company, Limited, 143-153 University Ave., Toronto, Canada.

A SEED DEPARTMENT

will add to your profits

Kelway Langport England

grow and sell

SEEDS OF ALL KINDS

for Traders

Write to the actual wholesale growers for rock-bottom prices and illustrated catalogue.

Buy well ahead to secure LOWEST PRICES.

WRITE TO-DAY

A want ad. in this paper will bring replies from all parts of Canada.

Coffee, Its History, Classification and Description

By Joseph M. Walsh

This is the most exhaustive, interesting and instructive book ever published on Coffee. It is attractively written and richly illustrated, and should be read by all who deal in or use Coffee. The contents include,

Cultivation and Preparation.
Commercial Classification and Description.
Adulteration and Detection.
Art of Blending, Preparing, etc.

This work, written by one of the greatest authorities in the world upon the subjects of Tea and Coffee, will be mailed to you postpaid on receipt of

$2.00

IT WILL PAY YOU TO SEND AT ONCE.

MacLean Publishing Co.

Technical Book Department

143-153 University Avenue, Toronto

We Call on Your Customers

Through the Magazines and tell them how good and useful is

MAPLEINE

The last word in flavors

Order from

Frederick E. Robson & Co., 25 Front St. E., Toronto, Ont.

Mason & Hickey 287 Stanley St., Winnipeg, Man.

CRESCENT MFG. CO. SEATTLE, WASH.

OAKEY'S KNIFE WELLINGTON POLISH

JOHN OAKEY & SONS, LIMITED, LONDON . ENGLAND.

AGENTS

Geo. B. Jenkinson, 43 Queen St. East, Toronto, and J. E. Huxley & Co., 220 McDermed St., Winnipeg

ALLISON COUPON BOOKS

Minimize the Risk of Loss on Credit Accounts and bring in the money quicker—two mighty good arguments. Installing the Allison Coupon Book System in a store that has credit gives the same result as adding more capital to the business—and Allison Coupon Books cost almost nothing.

HOW THEY WORK:

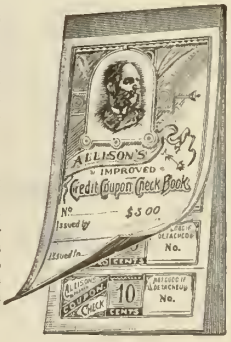
When a man wants credit, give him an Allison Coupon Book, and have him sign form at the front, which becomes then his promissory note to you. As he buys, you tear out coupons, and when his book is exhausted you can collect his note or extend credit for another book, as you deem wise. No pass books, no charging, no time wasted, no errors, no disputes.

For sale by the jobbing trade everywhere.

Manufactured by

ALLISON COUPON COMPANY

Indianapolis, Indiana, U.S.A.



WHEN trade begins to boom it will be exceedingly difficult to jump in, overtake and pass the man who continued, even in times of depression, to paddle his advertising canoe.

It will require a high power campaign and lots of anxiety to do it. Even at that the persistent advertiser may beat the other fellow to it.

The man who does not advertise simply because his grandfather did not should wear knee breeches and a wig.

The man who does not advertise because it costs money should quit paying salary for the same reason.

The man who does not advertise because he doesn't know how to write an advertisement should quit eating because he can't cook.

The man who does not advertise because somebody said it did not pay, should not believe the world is round because the ancients said it was flat.

"COW BRAND"
Baking Soda

Over Seventy Years the Leading Household Requisite

For trade satisfaction and profit there is no line of Baking Soda quite so good as **Cow Brand.**

Customers have expressed their confidence in its work and it needs no long argument to point to the advantage of your stocking it.

Your wholesaler will supply you.

CHURCH & DWIGHT
Limited
Manufacturers MONTREAL

BUY
STARBRAND
"Made in Canada"
Cotton Clothes Lines and Cotton Twine
Cotton Lines are as cheap as Sisal or Manila and much better
FOR SALE BY ALL WHOLESALE DEALERS
See that you get them

BLACK JACK
QUICK CLEAN HANDY

TRY IT

SOLD BY ALL JOBBERS

¼-lb. tins—3 doz. in case

The most popular of all Summer Beverages

Sterling BRAND

Orangeade

In the warm summer days, nothing in your store sells quite as quickly as Sterling Orangeade.

Its sparkling golden glow makes the lips smack with desire.

Its refreshing goodness satisfies and invigorates.

Its lingering flavor brings them back for more.

The margin of profit is so good and the sales so steady, it will pay you well to get Sterling Brand Orangeade into your store now. Write to-day.

T. A. Lytle & Co., Limited
Sterling Rd., Toronto

Watch the Watch Dates

You saw it? in the last week's issue of the Grocer, how we are giving during 30 days (From May 15th to June 15th) as special premium

LADY'S OR GENTLEMAN'S FINE GUN METAL WATCHES

These open face watches are of best Gun Metal with eleven-jeweled movements, double dust-proof back cover and are absolutely guaranteed for one year.

This week a five case order for any of the following *Quality Products* (assorted or of one kind) brings one by return mail.

GROUP NO. 2.

A. DELOR & CIE.—CLARETS—

Medoc, 12 Bottles	$4.00
St. Julien, 12 Bottles	4.50
St. Estephe, 12 Bottles	5.00
Pontet Canet, 12 Bottles	6.00

DIEZ HERMANOS—PORTS—

Doctor's Special, 12 Bottles	$11.00
Braganza, 12 Bottles	10.00
Minerva, 12 Bottles	8.00
Manuel Tosta, 12 Bottles	6.50

MORIN PERE & FILS—BURGUNDIES—

Macon, 12 Bottles	$ 6.00
Chablis, 12 Bottles	6.50
Chambertin, 12 Bottles	11.00
Sparkling Red, 12 Bottles	13.50

A. DELOR & CIE—SAUNTERNES—

Graves, 12 Bottles	$ 4.00
Santernes, 12 Bottles	4.50
Haut Santernes, 12 Bottles	8.00
Chateau Youem, 12 Bottles	21.00

DIEZ HERMANOS—SHERRIES—

Favorito, 12 Bottles	$10.00
Amontillado, 12 Bottles	8.50
Oloroso, 12 Bottles	8.00
Para Consacrar, 12 Bottles	7.00

"CARDINAL" CHAMPAGNE—

CASES OR BASKETS—

12 Bottles	$12.50	6 Bottles	$6.50
24 ½ Bottles	13.50	12 ½ Bottles	7.00
48 ¼ Bottles	14.50	12 ¼ Bottles	4.00

For all wines except champagne $1.00 per case extra for pint bottles.

TERMS: Net 30 days. Freight prepaid to all points west of Quebec, and east of Toronto. Allowance to these points on orders going farther.

Remember this offer is only good until June 15th. Make up your order now, and *watch the Postman for the best watch* ever given, as a premium to the Grocers of Canada.

FILL OUT AND SEND THIS COUPON NOW!

LAPORTE, MARTIN, LIMITÉE

568 St-Paul **Tel. Main 3766** **Montreal**

Fill in coupon with your order—tear off and mail to us. YOU WILL RECEIVE THE WATCH BY RETURN MAIL.

Messrs. Laporte, Martin, Limitee, 568 St. Paul, Montreal..

Please fill my order for the following goods in accordance with your offer:

.....

.....

.....

.....

.....

.....

Name ..... Address.. .....

N.B.—Specify whether a Lady's or Gentleman's watch is wanted.

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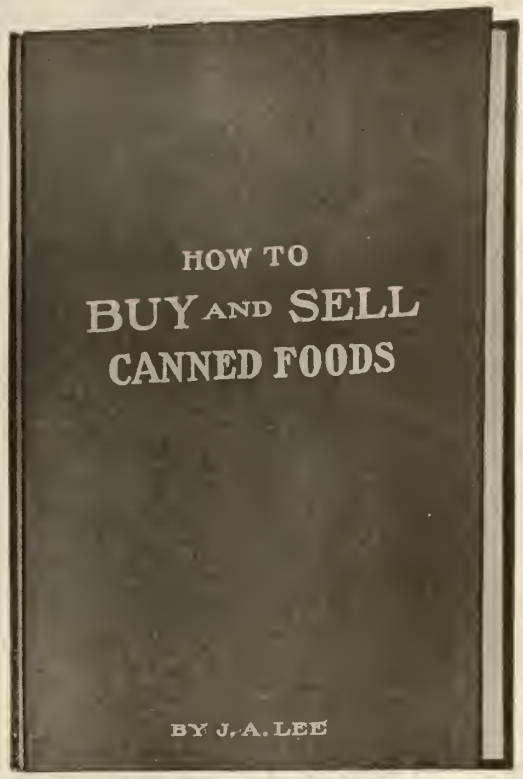

A Practical Text-Book of the Canning Trade

it was written by a practical man for practical men and intended to help all distributors of canned foods.

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Advantages and Disadvantages of Packers' Labels.
Window and Counter Displays; Illustrated.
Hard Work and Hard Play.
Established Standards of Quality; for Corn, Peas, Tomatoes and other articles. Also standard sizes and kinds of cans used.

How to Buy, Grade and Sell Canned Apples, Asparagus, Beets, Blackberries, Blueberries, Cherries, Clams, Corn, Crabs, Gooseberries, Hominy, Kraut, Lima Beans, Lobster, Meats, Milk, Okra, Oysters, Peaches, Pears, Peas, Pineapple, Plums, Pork and Beans, Pumpkin, Raspberries, Red Kidney Beans, Salmon, Sardines, Spinach, Squash, Strawberries, Stringless Beans, Succotash, Sweet Potatoes.

This book contains more than 200 pages, is handsomely bound in cloth, printed in neat, clear type, on eggshell finish paper, completely indexed and well illustrated. Price $2.15 per copy, postage paid.

The MacLean Publishing Co., Limited
Book Department
143-153 University Ave. **TORONTO**

A Straight Talk from the Manager

Train Your Clerks to Read the Advertisements

ONE day last week one of our Editors visited a retail store in Western Ontario, and watched a clerk lose six sales in the course of half an hour.

¶ That clerk was not efficient, and indeed, there are few salesmen in any line whose efficiency cannot be increased, under proper direction.

¶ Your store will make more money for you if you will get your clerks into the habit of reading Canadian Grocer news and advertising pages every week. They will pick up many hints on how to sell the goods you have in stock, or to book orders for goods that you can secure by express or fast freight, with the minimum of delay.

¶ The clerk who studies Canadian Grocer regularly will rapidly acquire a knowledge of salesmanship and goods he has to sell which will make him a more valuable man to you, and it is no disparagement of the Editorial pages, to say that the advertisements will give him some of his most profitable lessons.

"Say, Mrs. Smith, have You ever tried Dr. Cassell's Tablets for Nervous Headaches?"

No woman can take objection to a straight-to-the-point question like this, and you will find that nine women out of ten will be interested right—"off the bat," for this ailment is a very common one, caused, as you know, from devitalized or disordered nerves.

For over 30 years Dr. Cassell's Tablets have proved themselves most efficient in curing all nervous troubles in old and young—Now we are popularizing them in Canada by extensive newspaper publicity. Keep a package handy and call everybody's attention to them.

Show them in display on your counter.

They are Worth 50% Profit to You—Send for Trial Order!

Dr. Cassell's Medicine Co., Ltd., Manchester, Eng.

Agents for Canada: Harold F. Ritchie Co., Limited, 10-14 McCaul St., Toronto

In all Households they use—

ZEBRA

7 o'clock. Look in at the window of a well-appointed home at 7 o'clock in the morning and you will find ZEBRA installed there.

ZEBRA polishes the stove so easily, and the stove looks so nice and keeps so nice where ZEBRA is used. There are five compelling reasons why *you* should stock ZEBRA——

1. Customers know what they are buying.
2. It sells quickly.
3. The name ZEBRA stands for quality.
4. They come back with repeat orders.
5. You make more sales.

RECKITTS (OVER SEA), LTD., 122, Wellington St. W., Toronto

½ to 10

THE BIG LINE THE BEST LINE

Genuine Sugar Maple

MANY conscientious retailers feel that they must put a sheet of waxed or parchment paper in the bottom of a butter dish or food tray before they put food into the dish. Such a precaution is a wise one in many cases. Some butter dishes are made from materials of doubtful purity or materials which soften and disintegrate under action of oil or moisture.

You do not need to use a paper lining in the Riteshape dish. You are spared the expense and trouble of this sanitary precaution when you are dispensing bulk foods in Riteshapes. Every Riteshape dish is made from genuine sugar maple. Every dish is sterilized in heated retorts. No contamination of this pure product is possible in manufacture. Riteshapes are so packed that they reach you in all their original purity. Food control officials are agreed that nothing can be more sanitary than the surface of this perfect dish. It does not soften under juices or oils of food. It is stronger wet than dry. It is serviceable and attractive under any conditions of temperature or delivery. Order in some Riteshapes to-day. They are ready for delivery by hundreds of Canadian jobbers.

ASK ONE ABOUT IT OR WRITE

THE OVAL WOOD DISH COMPANY

Delta, Ohio, U.S.A.

FEATURING SELLING FRUIT PRESERVING LINES

CANADIAN GROCER

Only Weekly Grocery Paper Published in Canada

THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. XXX PUBLICATION OFFICE: TORONTO, JUNE 4, 1915 No. 23

Strawberry Ripe!

St. Lawrence Sugar
St Lawrence Sugar
EXTRA 25 GRANULATED SUGAR
MADE FROM PURE CANE SUGAR
THE CHOICEST SUGAR
No choicer or purer sugar can be produced than St. Lawrence Granulated White Pure Cane Sugar.
Made from choice selected cane sugar, by the most modern and perfect machinery, it is now offered in three different sizes of grain—each one the choicest quality.
St. Lawrence Sugar is packed in 100 lb., 25 lb. and 20 lb. sealed bags, and also in 5 lb. and 2 lb. cartons.
ST. LAWRENCE SUGAR REFINERIES LIMITED, MONTREAL.
23-10-13

Will soon be a familiar cry. This means an increased demand for sugar, and with the near approach of the preserving season the responsibility is yours to supply your customer with the best sugar.

St. Lawrence Granulated

is the All Pure Cane Sugar

Best for Preserving

—the only sugar put up in

Three Different Sizes of Grain

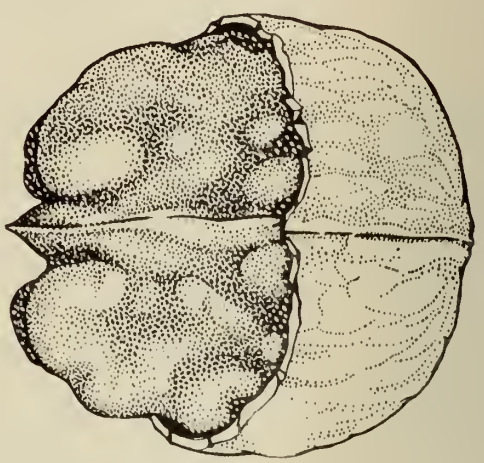
FINE GRAIN	MEDIUM GRAIN	COARSE GRAIN
Ask for	*Ask for*	*Ask for*
Red Label	Blue Label	Green Label

St. Lawrence Sugar Refineries, Limited, Montreal

California CALIFORNIA WALNUT DIAMOND BRAND GROWERS ASSOCIATION Walnuts

Sell California Walnuts with a Quality Guarantee

DIAMOND BRAND CALIFORNIA WALNUTS from California, U.S.A., are guaranteed by the California Walnut Growers' Association.



You serve your customers best if you supply them with these fine, soft shell California Walnuts. You also protect yourself from returns and dissatisfied customers.

Write your nearest wholesaler for prices and particulars to-day.

The Fish You Sell Most Of

THISTLE BRAND

Canned Haddies
Kippered Herring
Flaked Fish

Caught in the famous Nova Scotian fishing beds. Only the choicest and best fish are selected for Thistle Brand. Cured and boxed a few hours after coming from the sea. Thistle Brand Fish reach the table wholesome and appetizing.

The housewife's appreciation of Thistle Brand is evidenced in the heavy sales you will experience the year through. Handle the fish you'll sell most of—push Thistle Brand now. Get your wholesaler to supply you to-day.

Arthur P. Tippet & Co., Agents, Montreal, Que.

Line Up with the New Sugar

Atlantic Sugar
Refineries Limited
Montreal and
St. John, N.B.

Make your store the LANTIC SUGAR headquarters for your neighborhood.

Connect your store with the new $2,000,000 Refinery in St. John, by making window displays of the LANTIC SUGAR packages.

Double and treble your sales of sugar by featuring LANTIC SUGAR in your own advertising, and thus get the full benefit of the LANTIC SUGAR advertising in the leading magazines and newspapers and on the billboards.

LANTIC SUGAR is the success of the year. It is what housewives have always wanted—an absolutely pure cane sugar, that they can depend upon to be always the same in quality and sweetness.

They are showing their appreciation of LANTIC SUGAR by building up a tremendous demand for it.

Take advantage of this demand, which we have created for you through quality and advertising.

Line up with the new sugar—

Lantic Sugar

THE SUGAR OF EXTRA SWEETNESS

IT HOLDS DOWN THE DUST

Standard Floor Dressing holds down the dust on the floor and kills the disease-carrying germs which abound in dust. By preventing the circulation of dust in the air, it keeps your stock clean and bright looking.

STANDARD Floor Dressing

is a sanitary agent and a floor preservative; stops the warping and splintering of floors and improves their appearance.

Stores, offices, warehouses, etc., form a field for the sale of Standard Floor Dressing which has proved profitable for many grocery stores. Its use on your own floors will be its best advertisement. Supplied in gallon and five - gallon lithographed cans; also half - barrels and barrels.

MADE IN CANADA

THE IMPERIAL OIL COMPANY LIMITED

BRANCHES IN ALL CITIES

A Profit Producing Store

is the end and aim of every merchant. The surest way to attain this result is to sell what the public wants. The reputation of

Libby's Food Products

for purity and flavor have made them popular favorites for over forty years.

Olives California Fruits
California Asparagus
Canned Meats Alaska Salmon
Pork and Beans.
Hawaiian Pineapple Mince Meat
Plum Pudding Jams and Jellies

Libby, McNeill & Libby of Canada, Limited
Guelph
Ontario Canada

More Than Ever in a Class by Itself

One of our 12 new models. Wouldn't it be a good idea then to look into the Coles?

It ranks with the best and meets your price.

26 models of electric machines.

Makers of Hand Coffee Mills for twenty-five years.

COLES MANUFACTURING CO.
1615 North 23rd St. PHILA., PA.

AGENTS: Chase & Sanborn, Montreal; The Codville Co., Winnipeg; Todhunter, Mitchell & Co., Toronto; James Turner & Co., Hamilton, Ontario; Kelly, Douglas & Co., Vancouver, B.C.; L. T. Mewburn & Co., Calgary, Alta.

Try a bottle *of* E. D. S. Grape Juice yourself

At all times, know what you are selling — don't sell a "Pig in a Poke." We tell you, and we're honest enough in our statement, that E. D. S. Grape Juice is the finest that can be produced from the world's best Concord Grapes (Grown in the Winona District).

But don't take our word for it; make us prove our statements by comparing E. D. S. Grape Juice with any or all other brands on the market. Try a bottle of each and if you are not convinced yourself, don't try to sell it to your patrons.

We invite honest comparison. Try it out before stocking up for the Summer Trade.

E. D. Smith & Son Limited

WINONA ONTARIO

AGENTS:—NEWTON A. HILL, Toronto; W. H. DUNN, Montreal; MASON & HICKEY, Winnipeg; R. B. COLWELL, Halifax, N.S.; A. P. ARMSTRONG, Sydney, N.S.

BORDEN MILK Co. LIMITED
"EAGLE BRAND"
Trade Mark of BORDEN MILK COMPANY LIMITED
GAIL BORDEN
EAGLE
BRAND
By which their PRESERVED MILK will hereafter be designated and for additional protection against imposition each Label will bear the signature.
Gail Borden
BORDEN MILK COMPANY LIMITED
MONTREAL, CANADA.

Borden's

Sell Best for Hot Weather Sales

No other milk products are as popular as Borden's for hot weather sales, for no other Milk Products are as wholesome, as pure, as delicious, as convenient as these high quality lines that have held the confidence and patronage of three generations with increasing popularity.

Feature them now in your windows for summer outings, camps, picnics and general home use. Borden's, the surest sales-bringers for summer trade. Replenish your supply to-day.

Borden Milk Co., Limited

"Leaders of Quality"

MONTREAL

Branch Office: No. 2 Arcade Building

Vancouver, B.C.

Chats with Old Baba

Gentlemen:—

Allow us to introduce to you Joseph Mantell (popularly known among his friends and relatives as "Baba"), Canada's 105-year-old pioneer, and a staunch friend of **King George's Navy Chewing Tobacco.**

He is here shown cutting off a chew of his favorite tobacco between his tales of the pioneer days of this country, sketches of which will be given in this space in a series of chats with a young friend of his.

This old gentleman has opinions and ideas of his own, is a great reader of the daily happenings of the world and likes to chat.

Don't miss reading every Chat as it appears. Watch for next week's.

Rock City Tobacco Co. Limited

Quebec and Winnipeg

A Line That Sells Easily, Quickly, Steadily

Our big coast to coast advertising campaign has created a tremendous demand for O-Cedar Polish—a demand that is getting bigger every day. Make your summer business bigger by selling

O-Cedar Polish

(Made-in-Canada)

It dusts, cleans and polishes all at the one time. It takes the work out of housework. It keeps everything bright and fresh with little work and trouble. Your customers know all this and are demanding O-Cedar. Be ready to supply that demand.

Order From Your Jobber.

Channell Chemical Co., Limited
369 Sorauren Ave., Toronto

Cut out the discomfort of working in a hot kitchen and give her more time in the cooling, fresh air. No wonder housewives appreciate

Simcoe Pork and Beans

And more so because it provides one of the most nourishing and healthful meals for the whole family at small cost.

Push Simcoe Baked Beans to-day. They make excellent selling by the case.

Dominion Canners Limited
HAMILTON

Tell your wholesaler you must have

DA COSTA & CO.'S

EXTRA FANCY BARBADOS

MOLASSES

This year Molasses will be high in price, and it is all the more important that you should buy the brand which you **know** will be satisfactory, both to you and your customers. The price is no higher than for other brands.

INSIST UPON HAVING DA COSTA'S

Continental Grocery Bags

Let the fame of the name be your guide in buying.
REPUTATION is not always "a bubble"—sometimes it is a very beneficial thing—
As witness the reputation (DOMINION WIDE), of the

Continental Grocery Bags

Here are bags whose PRESENT PERFECTION is the cumulative result of constant effort and perfect methods in manufacture. Let this well-won fame decide your choice of Bags, and you will "close the avenue of future regrets."

The Continental Bag & Paper Co., Limited

Manufacturers **Ottawa**

Branches: MONTREAL and TORONTO
Agencies throughout Canada

The man who does not advertise simply because his grandfather did not should wear knee breeches and a wig.

The man who does not advertise because it costs money should quit paying salary for the same reason.

The man who does not advertise because he doesn't know how to write an advertisement should quit eating because he can't cook.

The man who does not advertise because somebody said it did not pay, should not believe the world is round because the ancients said it was flat.

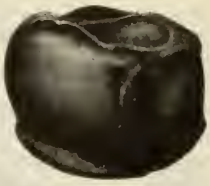
"Yes, Madam, we recommend "MELAGAMA" TEA, 35, 40, 50 or 60c. lb."

We wish to thank the many merchants for their active co-operation in making "Melagama" their leader. We feel that you have appreciated our continuing to supply your customers with this famous Tea at popular prices. The high standard of quality is unimpaired, for it is "quality" that has made "Melagama" Ceylon Tea the favorite it is. We guarantee the Sales. Continue to make "Melagama" your leader, and "watch your sales grow."

Do you sell "Melagama" Coffee? There is a reason why you should.

MINTO BROS., Limited, TORONTO

The New "Bordo" Package



The well-known, much appreciated "Bordo" Chocolate in this beautifully engraved box meets a popular demand for a chocolate of quality at a popular price.

10 cent Package

Look for the name on every piece.

The New Package

The new package "Bordo" was put out to meet the popular demand for a 10-cent package. It is as attractive as money could make it, and larger than other 10-cent packages. Already it has had a tremendous sale, which is even beyond our most optimistic expectations.

"**Chocolate Bordo**" is a name that strikes a responsive chord in the heart of every chocolate lover. They know its distinctively unique and delicious flavor—the flavor that has won trade for many dealers, who are increasing sales in their candy departments by selling "**Bordo.**"

The demand is there, the profit is there (60%).

It is to your interest to sell "Bordo."

THE MONTREAL BISCUIT COMPANY

MONTREAL **"The Originators"** **CANADA**

ROBINSON'S

Of BRISTOL, ENGLAND

With the present high prices of

TEA

The question of the cost of packing becomes of interest.

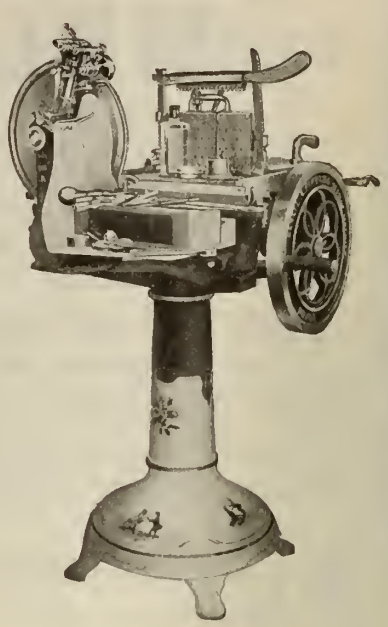
Robinson's tea bags have air-tight paper outside with a parchment lining, thus ensuring the contents of the package reaching the consumer in as good condition as they leave the packer — and in addition these bags are well and effectively printed on all four sides, reproducing your tea label if you wish, or furnishing a new design.

Write

J. W. PINKHAM

73 Boustead Ave. Toronto, Canada

VAN BERKEL SLICING MACHINE



Will about pay for itself in the saving of waste which other machines make.

Send for illustrated catalogue giving full particulars.

The W. A. Freeman Company, Ltd.

HAMILTON, CANADA

CENTURY SALT
TRADE MARK
Century salt put the cents in the profits
Century Salt is not combined with cheap ingredients, the housewife gets full value for her money. Pure Salt goes further and gives infinitely better results.
Century Salt is refined and purified to the last degree. The dealers who handle get the profits.
THE DOMINION SALT C° LIMITED
SARNIA, ONT.

Advertising

Advertising is the education of the public as to who you are, where you are, and what you have to offer in the way of skill, talent or commodity. The only man who should not advertise is the man who has nothing to offer the world in the way of commodity or service." — Elbert Hubbard.

OCEAN BLUE

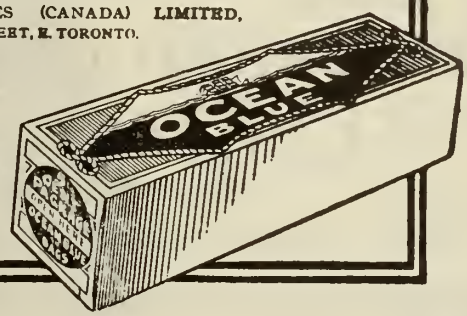
will bring customers again and again to your store.

It earns their goodwill, and the goodwill of your customers is beyond price.

Order from your Wholesaler

HARGREAVES (CANADA) LIMITED,
33 FRONT STREET, E. TORONTO.

Western Agents: For Man., Sask. & Alta. Nicholson & Bain Winnipeg, Regina, Saskatoon, Calgary and Edmonton. For B.C. and Yukon: Deakin, Creeden & Avery, 117, Arcade Buildings Vancouver, B.C.



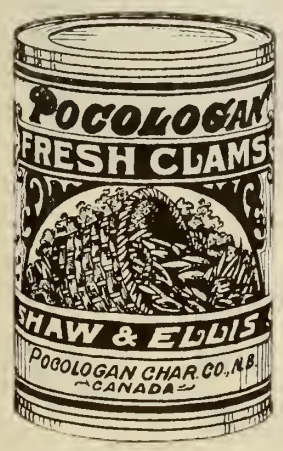
"SOVEREIGN" SALMON

FINEST BRITISH COLUMBIA SOCKEYE

QUALITY IS OUR FIRST CONSIDERATION

PACKED BY
THE ANGLO BRITISH COLUMBIA PACKING CO. LIMITED
VANCOUVER, B.C.

Indian Chief Brand CLAMS



Canned the same day they are taken from the Clam Beds. They are, therefore, always fresh and good when put into the cans. They have the real Clam flavor. Once your customers buy these they will not be satisfied with any other.

Just what the Restaurant Trade are looking for

Your Jobber will Supply You

Shaw & Ellis, Pocologan, N.B.

AGENTS:
Montreal, R. B. Hall & Son — Ottawa, William Forbes
Quebec, A. Francois Turcotte

Furnivall's FINE FRUIT PURE JAM

Every customer has her own idea of jam excellence. But there's a definite reason why most people are highly satisfied with Furnivall's. For Furnivall's is the pure essence of choice, fresh fruits, preserved under the most sanitary conditions. To sell Furnivall's once to a customer is to ensure continuous sales.

Write your nearest wholesaler to stock you Furnivall's now.

Furnivall-New
LIMITED
Hamilton, Ont.

Agents: — Halifax, B. C. Woodworth, 533 Robie St.; St. John, N.B., W. W. Chase, 79 Paradise Row; Montreal, W. S. Silcock; Ottawa, L. T. White; Toronto, Dunn-Hortop Co.; Fort William, W. F. Elliott; Winnipeg, H. P. Pennock & Co., Ltd.; Edmonton, Alta., Central Brokerage Co.; Calgary, Jackson's, Ltd.; Hamilton, Ont., Grocers' Specialty Co.; Sydney, N.S., A. E. Shepherd.

"Banner Brand" Jams and Jellies

"BANNER" BRAND JAMS are a food, Pure, Wholesome, Delicious and Nourishing, and can be served at a moment's notice.

Just The Thing for Picnic and Camping parties.

"BANNER" BRAND is the Best line in Jams and Jellies for the Grocer to recommend and handle—Satisfaction for the Customer—Profit for the Dealer.

You're safe in pushing

"BANNER" BRAND JAMS.

LINDNERS LIMITED

306 Ross Ave., WINNIPEG — 340 Dufferin St. TORONTO

REPRESENTATIVES:

H. Whissell, 2928 Drolet St., Montreal; H. D. Marshall, Ottawa; W. L. McKenzie & Co., Edmonton and Regina; Jacksons, Limited, Calgary; H. E. Gross, Vancouver; R. S. McIndoe, Toronto.

SOME manufacturers in their eagerness to reach the consumer shoot over or under the retailer's head or try to shoot through him. The retailer is getting tired of being shot up. Work **with** him and **for** him and note the difference.

Seasonable Goods

Mr. Grocer, Are What You Want

Take a few moments to study CLARK'S LIST (if you have not got one, a post-card will bring it), and you will find the goods to fit the season.

CLARK'S Pork and Beans

and, in fact, all CLARK'S products

Are Sellers

They have the quality
Their reputation is unimpeachable
They are thoroughly advertised and prices are right

W. Clark, Limited, Montreal

Clark's

Tartan BRAND
THE SIGN OF PURITY

We have secured before the advance a very large import of famous

Phulcherra Garden Teas

These are recognized the highest type of Indian Tea, and we are offering this tea 5c. lb. below the present cost of importation. See our travellers or write for samples.

BALFOUR, SMYE & CO., Wholesale Grocers **HAMILTON**

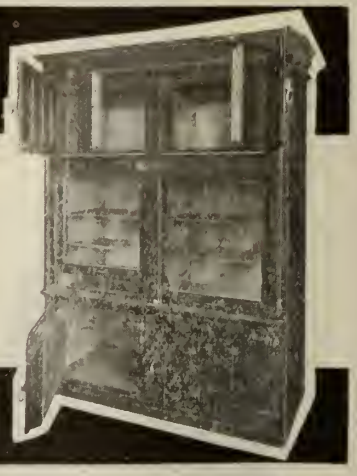
'Phones, 3596, 3597, 3598, 4656; Night 'Phone, 1807.

BARE FACTS ABOUT THE **ARCTIC**

It's the Grocer's greatest hot weather asset—a real investment of more than ordinary merit, an absolute necessity to a live business.

Don't tackle the hot days of July and August without the services of an Arctic.

Catalog and prices on request.



John Hillock & Co., Limited,
TORONTO

Sanitary Cans

"The Can of Quality"

Fruits, Vegetables,
Baked Beans, Soups,
Meats and Milk.

Sanitary Can Company
LIMITED
NIAGARA FALLS, ONTARIO

We have never heard of a grocer who regretted changing from some other line of Coffee to

CHASE & SANBORN'S BRANDS

But we have heard of a great many who were sorry they didn't change sooner.

Chase & Sanborn, - Montreal

HIGH-GRADE COFFEES

LARGEST MAKERS IN THE WORLD

Tin Foil—all descriptions
Tea Lead—all gauges and sizes
Metal Bottle Capsules—any size, color or stamping
Collapsible Tubes—plain or colored

ALL BRITISH MADE

Send specification of your needs or samples of what you now use — stating qualities — We will give you BEST QUALITY — BEST DELIVERY — BEST PRICES

BETTS & COMPANY, LIMITED

Chief Office:—1 Wharf Road LONDON N., ENGLAND

Every Business Executive

interested in the business press of his field should attend the 1915 Convention of the Associated Advertising Clubs of the World at Chicago, June 20th to 24th

This is not a convention for advertising managers only. It will particularly benefit those who are up to their elbows in business administration and who control the buying of advertising and printing, the direction of the sales force, the costs of manufacturing.

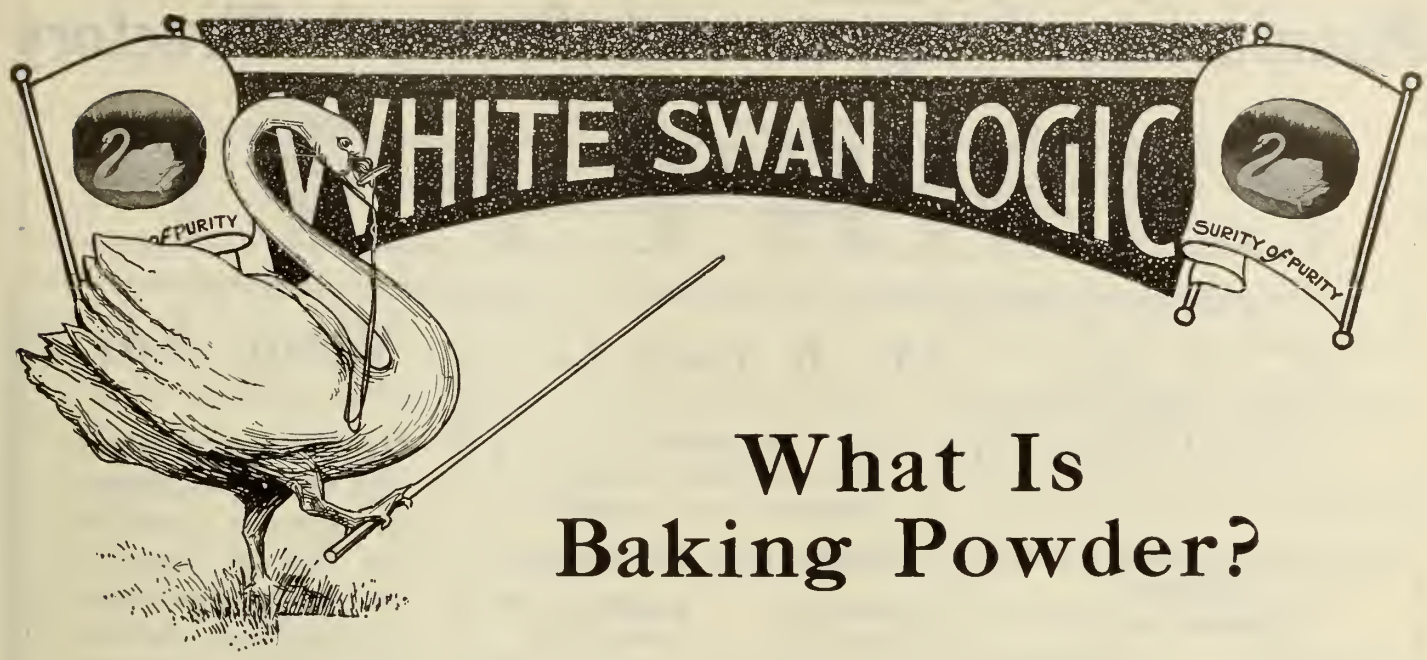
Presidents, General Managers, Sales Managers, all should be and many will be there.

Join them. Visit the representative American city. Get the ideas of the big men in business. Listen to the addresses on business topics by distinguished men; President Woodrow Wilson, William Jennings Bryan, Arthur Brisbane, Henry Watterson, John H. Fahey and others. Participate in the departmental sessions and discussions nearest your business.

And don't forget to bring the ladies along—a special committee of the Chicago ladies will see that they are entertained royally.

For further information, Programme, Rates, etc., address Convention Bureau, Advertising Building, Chicago, Ill.

Canadian Grocer, 143 University Ave., Toronto
Montreal, Winnipeg, Boston, New York, Chicago, London, Eng.



What Is Baking Powder?

THERE are several methods of making Baking Powder, but the underlying principle in all is to mix an acid with an alkali in such proportions that one completely neutralizes the other. These two substances cannot be properly preserved unless a filler is provided. Cornstarch is one of the best fillers, and there can be no question about it being healthful.

Baking Powder is not a part of the food you eat like Flour, but is used primarily as a preparer of food. When used for baking a chemical reaction takes place, giving off a leavening gas. It is this gas that causes the Biscuit to rise. The residue left in the food you eat is not the original Baking Powder, but an entirely new substance. Good Baking Powder, therefore, contains a high percentage of gas, and the residue left after the chemical reaction takes place should be a healthful substance.

There are several different kinds of Baking Powder, and the results, as far as Baking is concerned, are very much the same in each case, excepting that the residue from some ingredient is harmful and from others beneficial.

Bi-carbonate of Soda is the Alkali commonly used, and it is the cheapest ingredient of Baking Powder.

Alum is probably the most widely used acid, as it costs less per pound, and one pound will neutralize a pound of soda. It is hardly likely that Alum would be considered beneficial by anybody, and it is quite true that if properly neutralized no trace of the Alum can be found in food prepared with Alum Baking Powder. But when Alum and Soda are mixed with water it changes chemically, and the residue is **SULPHATE OF SODA**. Sulphate of Soda is injurious to health, producing indigestion and other internal irritations, as it has a hardening effect upon all tissues with which it comes in contact. That is why so many people cannot eat hot Biscuits without ill effects, but as far as the appearance of the biscuit itself is concerned it may be considered by some to be "just as good."

Cream Tartar is the most expensive Baking Powder made, as not only is Cream Tartar itself very expensive, but it takes more than two pounds of Cream Tartar to neutralize one pound of Soda. When Cream Tartar and Soda are mixed with water the residue, after the chemical reaction takes place, is **ROCHELLE SALTS**. This residue amounts to 70% by weight of the Baking Powder used. Rochelle Salts is the active principle of a Seidlitz Powder, and may have its uses as medicine, but it has been claimed that it is not healthful to take into the system medicine in this way with your food.

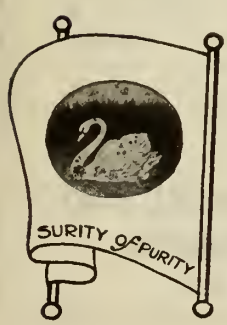
Phosphate Baking Powder is recognized as being much superior to any other kind that has yet been discovered, as it contains a high percentage of leavening gas, and its ingredients are perfectly healthful.

Phosphate, as everyone knows, is a fibrous-bone-building substance, and the residue of a phosphate Baking Powder after the chemical change takes place is **Phosphate of Soda**. This means that not only does a Phosphate Baking Powder produce the same satisfactory results in baking as other kinds, but what is more important, on account of the residue being beneficial instead of harmful, it is by far the best Baking Powder for kitchen use.

Phosphate itself, while more expensive than Alum, does not cost so much as Cream Tartar, and that is why a phosphate Baking Powder can be turned out cheaper.

WHITE SWAN is a pure Phosphate Baking Powder and contains the following ingredients only in their purest form, and they are plainly printed on the label: Phosphate, Bi-carbonate of Soda and Starch.

WHITE SWAN has been before the Canadian Housewife for over 18 years, and has always given satisfaction. It positively contains no Alum and no Cream Tartar. It can, therefore, be highly recommended, as in cakes and pastry in which it is used it leaves an absolutely healthful tissue-building residue.



Order from your Jobber or direct

White Swan Spices & Cereals Ltd.

PEARL ST. **TORONTO, ONT.**

Manufacturers' Agents and Brokers' Directory

The Canadian market is over three thousand miles long and extends from the peach belt to the Arctic Ocean. Manufacturers and merchants can not hope to cover this market satisfactorily or get the best out of their Canadian opportunities without the assistance of local agents. The following firms in all parts of Canada are prepared to act as agents for good lines. The service department of the Canadian Grocer is at the disposal of firms wanting agents or of agents wanting agencies.

ONTARIO.

HENRI DE LEEUW
28 Front St. E., Toronto.
IMPORTER-EXPORTER
FOODSTUFFS
Connections all over the world.

W. G. A. LAMBE & CO.
TORONTO
Established 1885
SUGARS FRUITS

W. H. Millman & Sons
Wholesale Grocery Brokers
Toronto Ont.

Headquarters for Evaporated Apples and Canned Tomatoes.

W. G. PATRICK & CO.
Limited
Manufacturers' Agents and Importers
51-53 Wellington St. W., Toronto

STIRLING & YOUNG
General Brokers Phone Main 4331
27 Wellington St. E., TORONTO
We wish to get in touch with exporters of Raw Sugars.
Reference : : : Bank of Montreal

WESTERN PROVINCES.

GEORGE E. MEASAM
COMMISSION MERCHANT
Agencies for confectionery lines solicited. My representatives canvass the retail trade every six weeks in the Country and every two weeks in the City. P. O. BOX 1721,
Edmonton, - - - - - Alberta.

H. P. PENNOCK & CO.,
Limited
Wholesale Grocery Brokers and Manufacturers' Agents.
WINNIPEG. REGINA.
We solicit accounts of large and progressive manufacturers wanting live representatives.

W. H. Escott Co.,
LIMITED
Wholesale
Grocery Brokers and
Manufacturers' Agents
Commission Merchants
WINNIPEG REGINA
CALGARY EDMONTON

WATSON & TRUESDALE
Wholesale Commission Brokers and Manufacturers' Agents.
120 Lombard Street
WINNIPEG - MAN.
Domestic and Foreign Agencies Solicited.

FRANK H. WILEY
Manufacturers' Agent
Groceries and Heavy Chemicals
Enquiries solicited for shipment from Spot stock Winnipeg or for Import.
757-759 Henry Avenue, Winnipeg

RUTTAN, ALDERSON & LOUND
LIMITED
COMMISSION BROKERS
Representing Canadian and British Houses
Agencies Solicited.
WINNIPEG. - MAN.

BRITISH COLUMBIA.

The Campbell Brokerage Co.
Manufacturers' Agents and Commission Brokers.
We have our own warehouse and trackage. Shipments stored and distributed. Can give special attention to a few good agencies.
857 Beatty Street - -Vancouver, B.C.

NEWFOUNDLAND.

T. A. MACNAB & CO.
ST. JOHN'S - NEWFOUNDLAND
MANUFACTURERS' AGENTS
and COMMISSION MERCHANTS
Importers and exporters. Prompt and careful attention to all business. Highest Canadian and foreign references. Cable address: "Macnab," St. John's. Codes: A, B, C, 5th edition and private.

QUEBEC.

W. J. McAULEY
Commission Broker
Flour, Feed, Grains, Potatoes.
We are open for a good agency in foodstuff line, calling on the retail trade.
522 Board of Trade Bldg., Montreal

Want Ads.

If you want a buyer for your business, or have a situation to fill or want a situation, send us a Condensed Advertisement. There is someone who is looking for a proposition such as yours. For two cents a word you can speak across the continent with a condensed advertisement in this paper.

Try it out.

Safe Investments

The Financial Post of Canada is the recognized authority on Canadian investments.

Each week it gives much exclusive information respecting Canadian companies; also reliable news on bond and stock issues, mining and real estate conditions.

The INVESTOR'S INFORMATION BUREAU is maintained free to subscribers and answers by letter all inquiries about investments. Write for sample copy and our subscription offer.

The Financial Post of Canada
Toronto
"The Canadian Newspaper for Investors"

TEA PRICES

While the War lasts it seems idle to have any opinion about the tea markets. All predictions, so far, have been sadly astray.

Who is there that even dreamed that good tea would now be selling in London public auction at 26 to 30c?

Add the present war freights, insurance and other charges to the above costs, and what should tea be selling at in Canada to-day? Certainly not under 50c retail—yet you can still buy Red Rose Tea (in the territory east of Fort William), to retail at 40c and give you a profit of 25% on what you pay for it.

How long will this last?

As long as our stock lasts, which will be but a very short time if orders keep coming in the way they did in May.

We have never been so submerged with orders as we are now, and we are running one more packing machine than we have ever run before. We are also working all the overtime our staff can stand.

We tell you this so you will forbear with us if your order is one that has been greatly delayed.

Of one thing you can be certain—in fact, two things — first, we will continue to sell Red Rose Tea at the very minimum price good tea can be sold for—second, the quality of Red Rose Tea will be kept up to the standard—regardless of how tea markets may go.

We firmly believe that your customers who have become accustomed to the good quality of Red Rose Tea will willingly pay sufficient price to enable us to maintain its good quality.

T. H. Estabrooks Co., Limited

TORONTO BRANCH—
7 Front St. East

ST. JOHN, N.B.

Don't Pull *Up* Stream

THE tide of public opinion is now definitely turned towards "pure-food" products. And this is just one more reason in favor of grocers stocking and selling Shirriff's True Vanilla. For it has been made in Canada for years—gathering favor year by year among Canadian women.

Shirriff's True Vanilla

is pure. It is 50% stronger than the Government standard requires. Every bottle bears our Guarantee.

Grocers throughout Canada have found Shirriff's True Vanilla the one vanilla extract that will please the most exacting customers. And grocers have found it profitable, too, to row with the tide of popular favor in regard to their extracts.

Why not look up your stock now and send us an order for True Vanilla and any other flavors you need?

Imperial Extract Co.

Steine and Matilda Streets

Toronto

Fruit Display Stand or Silent Salesman

About **YOUR** fruit display stand. Better let us have your order. It means the quick turnover of perishable goods. The increase of sales—the satisfaction of having the most sanitary, neat and nifty selling medium for fruit. You are going to be rid of the old fruit crates that either cover your floor or counters. This stand will take their place. Imagine the effect of the change.

Write for full particulars.

METAL CRAFT COMPANY
GRIMSBY, ONT.

Money In Salesmanship

The trained salesman is practically independent. Scores of business houses seek his services.

It should, therefore, be the aim of every young man to qualify himself for a higher position. He can accomplish this in his spare time, just as hundreds have done.

No work so quickly develops poise, self-reliance, ease, ability to grasp situations, instinct to meet the demands of the moment, and the capacity to meet men of their own level, as representing MACLEAN'S.

This work puts you in touch with the prominent men of each town, a connection of inestimable value. We require representatives in nearly every town and centre of population in Canada. You can make from $5 to $10 per week in addition to your regular salary. We give you a practical training that is worth consideration.

Write us to-day for particulars.

MACLEAN PUBLISHING CO.

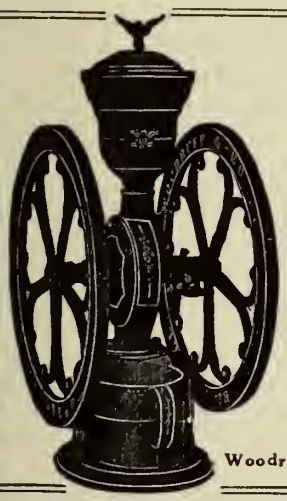
143 University Ave. -:- Toronto, Ont.

THE VALUE OF A REPUTATION

For nearly a quarter of a century we have been serving the public with a tea of unequalled excellence. When good tea could be sold to retail at 25 cents a pound, Salada sold at that figure. Those were the days of plentiful and cheap tea, and the planter was being ruined. Later the markets rose and it became impossible to provide tea of Salada quality to retail at less than 30 cents. For years the markets remained at this level, but eventually rose again last year, and no more tea of Salada quality could be retailed at less than 35 cents. Now that the markets have again risen (this time to a higher level than for forty years) forty cents a pound is the minimum figure at which Salada can be supplied to the consumer. True there were other ways in which we might have met the markets—we might have employed a cheaper leaf or added dust and fannings—there are many ways of tampering with the public trust, but we started in business 23 years ago with the determination that governs our nation-wide business to-day—TO MAINTAIN THE STANDARD OF GOOD QUALITY AT ALL COSTS. If the cost of tea for Salada quality rises, we believe the public prefer to pay an increased price for that quality rather than submit to any reduction. Our future policy will remain identical with our past.

"SALADA"

TORONTO MONTREAL



Here's Our Guarantee

That Elgin National Coffee Mills will grind FASTER and at LESS COST than any other Coffee Mill of corresponding size. The new style force-feed, steel-cutting grinders make that a certainty. Write your nearest jobber for descriptive booklet—free to every grocer.

Woodruff & Edwards Co., Elgin, Ill., U.S.A.

Get Bee Brand Products

They sell more easily and delight your customers

The grocer who handles Bee Brand Products never knows dull season with them. Bee Brand Products sell themselves, on their high quality, thorough goodness, perfect satisfaction—and best of all their moderate price. Know what it is to have big sales in Jellies and Baking Powder. Get Bee Brand to-day.

FORBES & NADEAU, Montreal, Que.

Don't Imagine You Can Keep Perishable Goods

fresh and saleable during the hot Summer days without a Eureka Refrigerator.

People will be more particular than ever this Summer regarding the freshness and purity of their purchases.

You take no risk in buying the EUREKA. Its Patented System, which has stood the test for 28 years, is backed by the maker's guarantee, and the thousands of satisfied Customers in all parts of the Dominion is a strong guarantee of itself.

It will pay you to investigate. It will cost you nothing to get our catalogue showing the various styles and sizes. There is one to suit your requirements. Write for it to-day.

Eureka Refrigerator Company

31 Brock Ave. Limited **TORONTO**

Robinson's "Patent" Barley

will get the mothers' trade for you

There are mothers coming into your store every day who may not as yet have learned of the great merits of this food, or of its valued ally, Robinson's "Patent" Groats. Why not give every mother an equal chance by introducing these foods to her?

Thousands of babies owe their lives to Robinson's "Patent" Barley. It is recognized and used by eminent physicians and in hospitals as the greatest food to-day for Infants and Invalids. Pull your stock from its seeluded shelf and arrange it in an attractive display where your customers will see it. Remind every mother who comes into your store of Robinson's "Patent" Barley and "Patent" Groats.

Order from Your Wholesaler if Your Stock is Low

MAGOR, SON & CO., Limited

403 St. Paul Street, MONTREAL — 30 Church Street, TORONTO

AGENTS FOR THE DOMINION OF CANADA

CASCO BRAND

POTATO FLOUR

Another of the Edwardsburg Brands—which complies with the Pure Food Laws.

Here's the real thing — refined **POTATO FLOUR** that customers have been asking for to make their Cakes, Biscuits, Puddings, Soups, and Gravies extra fine.

In 1 pound Packages.

Order through your

The Canada Starch Co., Limited, Montreal

CANADIAN GROCER

VOL. XXIX TORONTO, JUNE 4, 1915 No. 23

Selling Pineapples for Preserving

Campaign of Western Ontario Grocer on Pineapples, Sugar, Fruit Jars, Sealing Wax and Rings —Books Showed Lack of Progress and Something Had to Be Done — Entire Staff Concentrated on the Campaign— What Can Be Accomplished by Special Effort.

Written by J. R. MANTLE for Canadian Grocer.

Second of the Mantle series.

JOHN FRANKLIN, a grocer on the main street of a Western Ontario town, looked over his books for the first five months of the year and discovered that business had not been making much progress. As a matter of fact the figures showed that the trade had been a few dollars under the corresponding period of the previous year.

"There are, of course," he said to himself, "some reasons why trade should not be as good this year as last, but there are others why it should, and since I came so near equalling the business of last year without any aggressive policy, there should be no reason why this limit could not have been passed."

So he set himself to discovering ways and means for getting after a little more business during the months to come. The truth of the matter was that Franklin had been playing pretty much in the same key. He and his clerks went about their daily work in a matter-of-fact way, of course, serving their customers courteously and well with the things they asked for, and occasionally suggesting certain lines in which they thought their patrons would be interested. They had actually got into a certain rut. Franklin came to realize this when he had analyzed his figures and decided on a plan.

The Campaign Outlined.

"We must get after some more business," he declared to the clerks, during a lull in the early afternoon's trade, "there is no reason why our business this year should not be equal to last, particularly since we have so many farmer customers on our list, and these have as much money as usual. I believe if we conducted a selling campaign on a particular line or associate lines of goods each week we could materially increase our sales with no extra expense. What do you say to a selling campaign next week on, say, pineapples, sugar, fruit jars and sealing wax? Now is the season of the pineapple and we should make the best of it. In previous years we have been content to show our pineapples in the window in the store, and then sit down to wait for a demand. It seems to me that if we went after this business more energetically, we could easily double our pineapple, sugar and fruit trade. Let us encourage the buying of pineapples by the dozen and even by the crate where there are large families. We can point out that there is no better fruit during the winter season than preserved pineapple, and we can encourage the sale of this through our windows and through newspaper advertising, as well as interior display and personal conversation."

In the window of the Franklin store on the following Monday there appeared a fine display of pineapple, sugar, sealers, sealing rings, and wax for sealing the top of jars. The window artist had taken great pains with it. Along the rear at either side he had built a small stairway, each part containing three steps. The top of the step was just wide enough for one pineapple. Rows of these were placed around the window side by side on each of the steps and there was also a row on the floor so that the display showed up one continual mass of pineapple. The steps were neatly draped with red tissue paper to hide the boards. In the centre of the window was an attractive arrangement of 20-lb. sacks of sugar, built up in

Pineapples Now at Their Best

If you haven't already "put down" your pineapples, now is the time to do it. The height of the Pineapple season is here and the fruit is just right for preserving. We have a choice shipment in stock with some of the finest Pineapples you have ever seen, and we are sure you will be entirely satisfied with them. Two varieties of fruit jars from which to choose, jar rings and sealing-wax. We recommend for your preserving, Blank Granulated Sugar. Remember, the Pineapple has splendid medicinal as well as food qualities.

Pineapples, extra choice fruit,....per dozen $.....
Granulated Sugar,....brand, per 20-lb. sack $....
Fruit Jars, pint and quart sizes. Pints, per doz.....c., and quarts....c.
Sealing Wax, that makes sure no air gets in, per box....c.

DO THEM DOWN NOW

J. K. Brown

17 Main St. Phone 77

Try this suggestion in your advertising space. The time is appropriate.

In this summer goods window are shown grape juice, lime juice, wines and other summer drinks; canned salmon, canned apple, canned soups, olives, sardines, biscuits, etc.

pyramid form; surrounding this circular pyramid was a square of sugar cartons with the larger cartons on the floor and the smaller ones on top. On either side of this was a pyramid of fruit jars and near the plate glass were the words, 'Pineapple time,' spelled out in fruit jar rings. There were also a couple of trims of wax for sealing the jars. At the back of the window and above the display of pineapples was a large show card reading 'Now is the time to Preserve your Pineapples.' Three other smaller cards were also shown in the window reading, 'Just Right for Preserving per dozen $1.50,' 'Sugar that guarantees results,' and 'Seal with wax and be safe.'

Personal Salesmanship Inside.

The display was one that certainly attracted attention. A single glance at it suggested preserving pineapples and not simply the purchase of one or two for the evening meal. Inside the store on the counter was a small display of pineapples with some sugar in plass jars and a small show card reading 'Do them down now.' Also in a conspicuous place were three or four cases of pineapple with a card on them reading "Special price by the crate." No customer was allowed out of the store before a suggestion was personally tendered respecting pines for preserving.

Franklin himself looked after the advertisement in the paper that week and saw to it that there was a convincing talk on pineapples, sugar, fruit jars, etc. The whole thing tended to get the customers of this store talking about preserving pineapples and it was certainly a surprise to the sales staff that week. Not only did their customers purchase but passersby who saw the display commented on it and many of them left orders. So rapidly did the fruit sell that a new shipment had to be wired for in the middle of the week. The campaign meant more business for this store than it had ever secured before in two pineapple seasons and the whole thing was simply due to the concentration on three or four associated lines.

Forecast of A Bright Future.

The campaign was a most pleasing one to the head of the store. Not merely because he had sold more pineapples than ever before, but because it opened to him an avenue through which he saw a greater future.

"Why can I not," he said to himself, "concentrate on several lines of goods during the summer season and double my business on those particular lines the same as I have done on pineapple, sugar, fruit jars, etc."—and a new resolution was formed then and there. (Future issues will show how this resolution was acted upon.)

WHERE HALF HOLIDAY IS OBSERVED.

In next week's issue of Canadian Grocer there will appear a list of Ontario towns and cities in which a summer half holiday is observed. This is a feature that this paper runs every year in June for the benefit of the wholesale houses and their travelling salesmen. Already a lengthy list of towns and cities has been received, which shows that the half holiday has gained great headway in the last few years. If any of the wholesalers or manufacturers would like any reprints of this article, we would urge that they write us at once, stating the number they will require.

Thousands of circulars have been distributed in Montreal in connection with the clean-up, paint-up campaign. Included in the advice offered by S. Poucher, M.D., chief of the city hygiene department, is this: "Buy from a clean grocer, butcher, and milkman. Don't buy anything from dirty stores."

Calgary Grocery Has Rest Room

A Corner Set Apart in the Large S. G. Freeze Store There for Accommodation of Customers—Magazines and Telephone—Special Attention to Fruits, Vegetables and Confectionery—Other Features of This Store.

IN the grocery store of S. G. Freeze, is a rest room for customers. Few stores throughout the country have this accommodation. This room contains comfortable chairs, writing desk, telephone, magazines and pictures for the use of the women who take advantage of this accommodation from day to day. The Freeze store finds it a profitable feature. The location of this rest room may be seen on the accompanying photograph. It is at the rear of the left hand side which means that every customer must pass the entire length of the store to get to it. No woman will walk there without looking from right to left to see the goods on display and as people now-a-days buy pretty much from what they see—apart from the necessities—this rest room has become an important investment.

Large Space for Confectionery.

Another feature which strikes one on entering the Freeze store is the large confectionery department just inside the door on the right. Confectionery sales in this store amount to large proportions because of the attention given to this department. Note the attractive semi-circular glass silent salesman; this is kept spotlessly clean and both package and box goods are featured continually. On top of this case are always to be seen displays of attractive boxes of confectionery, gum, candies in bottles, etc.

Just opposite this department are the fruit and vegetable bins. It is not necessary to go into any details descriptive of these as their arrangement is readily seen at a glance on looking at the photograph. The important thing is that every customer who enters the store must see the displays of the various fruits and vegetables, when they are shown in this neat compact manner. Above the top row of fruit are show cards pinned on to the shelf above describing the fruit in the different sections.

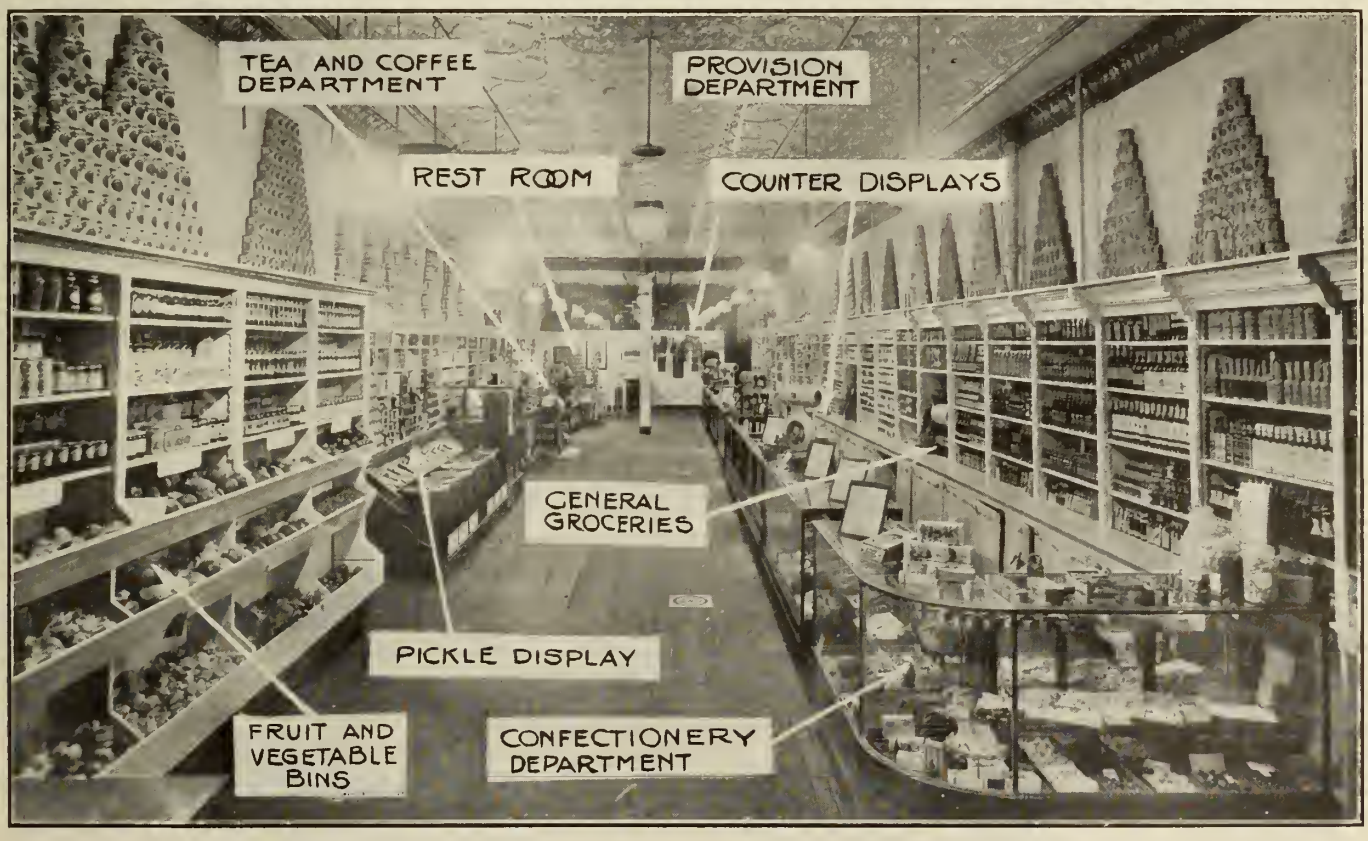
Separate Pickle Display.

The extensive pickle display is still another feature: this includes both bulk and bottle goods and a special department has been set off for them, where they must be seen by everyone.

Next to this display is the cashier's desk and the internal branch telephone exchange. Then comes the tea and coffee department with roaster and grinder. Next follow the biscuit racks where fancy biscuits are always on display. Then there are tables for showing the special goods for the day. At the end of the left hand side is the rest room already mentioned. Next to the confectionery department at the right are the general grocery counters and to the rear again the provision department with large refrigerator with glass front. At the rear are the general and private offices of the store.

Store Ads. in Frames.

On the grocery and confectionery counters and the provision counter as well may be seen the newspaper advertisements of the Freeze stores arranged in frames. So prominent is this display that customers readily read the firm's advertisement and they buy goods from them. This display connects up the customer's mind with newspaper advertisement and in this way more attention is given to them. The store equipment includes several computing scales, four of which can easily be seen in the pictures.

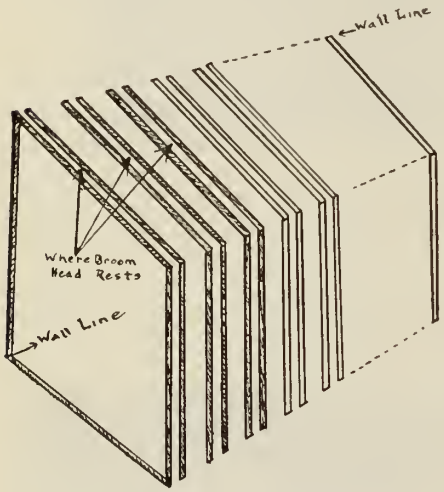


The store interior of S. G. Freeze, of Calgary Alta., showing some of the leading features

How Other Grocers Do Things

Handy Broom Rack

The accompanying illustration shows how W. J. Parks, a grocer and provision dealer on Bloor street, Toronto, stocks his brooms and arranges them according to price. This frame is constructed in the cellar against the wall, and at right angles to it. It is made of narrow strips of board, between each pair of which, as indicated on the drawing, the brooms



Broom rack used by a Toronto grocer for stocking different priced brooms.

rest, head upwards and handle pointing towards the floor. The wide spaces where there are no strips allow freedom for the broom heads.

The various spaces for the brooms are numbered 1, 2, 3, etc., for different priced brooms. That means if any salesman is filling an order for a certain priced broom he knows exactly in what space to find it. Mr. Parks finds this a handy fixture that keeps his broom stock systematically.

* * *

A Glass Provision Refrigerator

The provision department in the store of A. Rowat, a London, Ont. grocer, is specially looked after with an attractive display refrigerator. This refrigerator is a silent salesman, with a compartment in the centre for the ice. The customer can see the ice plainly, as well as the cooked meats, butter, eggs, etc., in the different compartments. The compartments are separated from one another. This glass refrigeration is not only a valuable acquisition in the sale of cured and cooked meats, butter, eggs, etc., but it actually adds to the attractive appearance of the Rowat store. According to Mr. Rowat it is responsible for a great many sales. On the end of the counter next to this provision refrigerator and salesman is the meat slicer. These two fixtures, together with quality in cured and cooked meats, butter and eggs, and personal salesmanship make the provision department a paying one in this store.

* * *

All Package Store in New York

Still another new idea in grocery retailing is being tried out here. This is known as the All Package Sanitary Grocery Stores. The company has now opened six stores in Brooklyn, all neat, clean and painted in white and gold. They are being particularly well lighted at night and the fixtures being of the best they are attracting attention of a good many people. A white coffee mill stands well up towards the windows and there are no ice boxes and no litter lying around the floor. The price lists gotten up by this company show everything done up in packages. The firm make the contention that everything is packed in cartons by automatic weighing machines in their wholesale house in Brooklyn. They also claim that an important fact in connection with the introduction of their goods is that there is no dust, dirt or flies.

One disturbing feature of the new stores is that all goods are sold at cut prices. Free delivery has also been eliminated and all those who wish to have their goods delivered will be charged 3 per cent. on sales of $1 or more. It will, however, be the endeavor of the company to pack all goods in such a way that they can be carried home as easily as a grip. A mail order business is also being done, all mail orders being sent to their wholesale department. Money orders, drafts and certified cheques must accompany these orders. The regulation in regard to these orders is that they will be packed and delivered free to freight depots or express companies. Price lists will be issued weekly.

A Catchy Pineapple Card

Now that the pineapple season is in full swing, every retailer should consider ways and means to get the most out of the pineapple business before the small fruit season arrives. A Toronto grocer the other day had a large display of pineapples in cases just inside the door and close to the window, some of the cases being in the background of the window, while in the front of it was a neat arrangement of sugar in twenty-pound sacks and cartons. The feature of the display was a large show card in a conspicuous place reading "Why not do them now?" Nothing was mentioned on the card about sugar or pineapples, but the probable customer would naturally associate the card with the sugar and pineapples on display. An array of fruit jars would have added to the practical character of the trim.

A Delightful and Wholesome Fruit.

There is no more delicious dessert than fresh pineapple. It is easily prepared by cutting off the rind and slicing it. The Juice of the pineapple is medicinal in character, and splendid for the throat. Have you ever tried cutting the top off the pineapple, and digging the pulp with a spoon? When this is done and the centre stem has been removed, replace the pulp juice, sugar it to suit the case, and serve from the pineapple on the table. Or mix sliced oranges and bananas, and you have a still more delicious fruit salad. We have "Pines" at— and — cents and — for 50 cents.

A. C. Finlay & Co.

75 Main Street Phone 87

For selling pineapples for present consumption try this ad. suggestion out.

Saving Money by Co-operating in Delivery

St. Marys, Ont., Dealer Tells How the Merchants There Like the System — Have Had 12 Years' Experience Without a Hitch—Four Deliveries Given Every Day With Extra One Saturday Night—Cost $7.50 a Week.

"FOR twelve years," said W. R. Butcher, a St. Marys, Ont., dealer, to The Canadian Grocer, "we have operated the general delivery system in our town and we have never had a hitch with it yet."

Now is the time when the trade in many parts of the country is looking for methods for cutting down expenses. Why not consider this matter of general delivery? While in some places where this has been carried out it may not have been a great success, there are many others where the merchants are loud in their praises of this system, particularly for the reasons that it removes a large responsibility and at the same time cuts down expenses. Twelve years is quite a long time, and if the merchants of St. Marys can get along for that many years without any trouble, it certainly looks as if those of other towns of somewhat similar size could do the same. There are general delivery systems in other Western Ontario towns and cities, including Simcoe, St. Thomas and Galt. The population of St. Marys is about 3,500.

"The system," says Mr. Butcher, " is conducted by an outside man altogether, who has no connection with any retail business in the town. He employs four delivery outfits to look after the work. There is one for each ward, the east, north, south and west. The wards are carefully defined so that each driver knows exactly the ground he has to cover, and this tends largely to prevent the occurrence of mistakes.

FIXED HOURS FOR DELIVERY.

"Each merchant is served with four deliveries every day and one extra on Saturday night. The deliveries are at 9 and 11 a.m. and 3 and 5 p.m. with the Saturday night delivery at 9 o'clock, and one also on nights before holidays. The people of the town are well acquainted with the times of these deliveries and they make it a point to get their orders in before the departure of the delivery on which they desire to get their goods, which you will see puts the thing on a systematic basis. It obviates the necessity of having rigs running around the town at all hours and eliminates a great deal of the wear and tear of the delivery outfits."

"About what does it cost you?" was a question asked Mr. Butcher.

"Around $7.50 a week," he replied.

The question is, what would it cost Mr. Butcher to operate his own delivery system. In the first place, a driver in St. Marys would mean anywhere from $6 to $10 a week. Added to that would be the upkeep of the delivery wagon, the maintenance of one or two horses, harness, shoes, repairs to the wagons, the chance of losing a horse occasionally, not to speak of the worry of sending out rush orders several times a day. Mr. Butcher gets all this work done for $7.50 a week.

"There are," he added, "some eleven grocers in the system and practically all the dry goods men. The man who operates the system is, through his drivers, entirely responsible for the goods after they leave the store. There are very few complaints, and as I said, there has never been a serious hitch since the system started. It means that the delivery of goods has been handed over to men who to-day are specialists in the business and it means further the elimination of a great deal of work and worry in connection with getting the goods to the people's houses when they want them. I, for one, would hate greatly to have to get along without our general delivery."

CANADIAN GROCER

ESTABLISHED 1886

The Only Weekly Grocery Paper Published in Canada.

THE MACLEAN PUBLISHING COMPANY
LIMITED.

JOHN BAYNE MACLEAN, President.
H. T. HUNTER, General Manager.

Publishers of Canadian Grocer, Hardware and Metal, The Financial Post, MacLean's Magazine, Farmer's Magazine, Dry Goods Review, Men's Wear Review, Printer and Publisher, Bookseller and Stationer, Canadian Machinery and Manufacturing News, The Power House, The Sanitary Engineer, Canadian Foundryman, Marine Engineering of Canada—Trade Newspapers and Magazines which circulate in the Provinces of British Columbia, Alberta, Saskatchewan, Manitoba, Ontario, Quebec, Nova Scotia, New Brunswick, Prince Edward Island and Newfoundland.

OFFICES:

CANADA—
Montreal—Rooms 701-702 Eastern Townships Bank Building; Telephone Main 1255. **Toronto**—143-149 University Ave.; Telephone Main 7324. **Winnipeg**—34 Royal Bank Building; Phone Garry 2313.

UNITED STATES—
New York—R. H. Huestis, 115 Broadway, New York; Telephone 8971 Rector. **Chicago**—A. H. Byrne, Room 607, 140 So. Dearborn St., Phone Randolph 3234. **Boston**—C. L. Morton, Room 733, Old South Bldg.; Phone Main 1024.

GREAT BRITAIN—
London—The MacLean Company of Great Britain, Limited, 88 Fleet Street, E.C. E. J. Dodd, Director. Telephone Central 12960. Cable Address: Atabek, London, England.

Subscription: Canada, $2.00; United States, $2.50.
Great Britain and Colonies, 8s. 6d. Elsewhere, 12s.

PUBLISHED EVERY FRIDAY.

Vol. XXIX. TORONTO, JUNE 4, 1915 No. 23

RESOLUTIONS OF A. LIVE WIRE.

The other day one of my clerks reported that two women who were passing criticized my store because we kept a cat. Thinking over the matter I came to the conclusion that these women were right — that everybody didn't like cats and that no doubt some of them could not altogether appreciate the foodstuffs they purchased from my store. Foods that the cat would eat were all kept beyond her reach, nevertheless how do my customers know this? Henceforth there will be no more cats in my store during store hours.—A.L.W.

The Damage by Frost

TOWARDS the end of last week, reports were sent out from various points in Western and Eastern Ontario to the effect that great damage had been done by frost. While no doubt the frost did some damage in isolated spots, killing tomato plants, a few early potatoes, strawberry blooms, grapes, cherries, etc., nevertheless, on the whole, the destruction was not so great as the reports indicated. Our information states that no damage was done to standing grain in the East or to fruits and vegetables on high land. So far as can be learned peaches were not greatly injured.

Some sections east of Toronto report little damage, while others report more or less serious damage to strawberries and tomatoes. Other tomato plants will, of course, be obtainable, but it is understood that one packer of tomatoes who lost all his plants will not operate this season.

From the Niagara Peninsula the reports are somewhat conflicting. Grapes in spots seem to have been hard hit, as high as 75% in some cases reported damaged. Cherries also suffered, one estimate placing the destruction at 10% of the crop and cherries is probably the one fruit that promised a light crop this year. Strawberries in the Niagara district suffered in places, one estimate being from 10 to 15%.

Around Niagara Falls the damage was quite severe. Grapes suffered considerably as well as peaches, plums and pears—an estimate being 50 per cent. The frost in that section was said to have been the most severe ever known. West of London the damage seems to have been light.

Prior to last week's frost the outlook was for splendid yields in practically every fruit. Even as it is there are no grounds for expecting a shortage in any of the important lines and when the fact is taken into consideration that the canners this year will not be preserving as much fruit as last, and also the reports about the splendid crops from different localities, there is every reason to look forward to comparatively low prices this season. Home preserving is not going to be as large as it otherwise would, on account of the high price of sugar, but we can safely state that when the fruits do come on the market, there will be a large consumption of them in their raw state.

A Chance to Cut Expenses.

THERE is an article in this issue on another page dealing with the general delivery system in vogue in the town of St. Marys in Western Ontario. St. Marys has a population of some 3,500 and as there are not too many grocers and dry goods men in the town, a general system operated by a man outside the retail business does not become top-heavy. A grocer tells his experiences of its operation. He points out that it only costs him about $7.50 a week to deliver his groceries, whereas this would scarcely cover the expense of a driver, not taking into consideration the other overhead expenses such as repairs, new outfits, etc.

Those merchants in the small towns and even in some of the cities who are looking for a chance to cut their cost of doing business, should look into this article on General Delivery and see whether the

thing could not be operated similarly in their own town. A saving of $8 or $10 a week means $450 or $500 a year, and if this saving could be taken out of the business each year for investment purposes in bonds, etc., at 5 per cent. the retailer would have laid by a nice tidy sum at the end of ten or a dozen years. It might mean the difference between sueeess and failure.

Why not look closely into this?

Analysis of Condensed and Evaporated Milk.

ACCORDING to the legal standards existing in Canada, evaporated milk is "milk from which a considerable portion of water has been evaporated and contains not less than 26 per cent. of milk solids and not less than 7.20 per cent. of milk fat."

The Inland Revenue Department of the Dominion Government have just completed an analysis of 170 samples of evaporated milk, which were purchased by their inspeetors in March, April and May of last year. It is therfore just a little over a year ago that these samples were taken, but the Department explains the delay by referring to the necessity for work which in its nature could not so well wait without injury.

The analysis shows that evaporated milk is a highly satisfaetory food produet. There was an occasional and exceptional occurrenee of a sample slightly below normal, but the chief analyst states that this seems almost unavoidable when there is taken into consideration the variability of the material (milk) used in its production. The season of the year, the state of the pasture, the character of the herd and other faetors neecssarily eause variation in the character of milk, and so long as cases of failure to meet standard requirements are relatively few, and the deficiencies small, there may be considered no evidence of any intent to defraud the purchaser. The fat content, he adds, is of course the most important from the consumers point of view, and six of the brands analysed showed deficiencies in this respect.

There is also a report out on condensed milk in which two hundred samples figure. The standard for condensed milk in Canada, as defined by order-in-Counеil in November, 1910, is, "milk from which a considerable portion of the water has been evaporated and to whieh sugar has been added. It contains no less than 28 per cent. of milk solid and not less than 7.7 per cent. of milk fat." The report points out that experience gained meanwhile has demonstrated that certain allowances must be made for climatic and food variations over so large a country as Canada. It has been claimed, deelares Chief Analyst A. MeGill, to be impossible for Western milk to reach our present standard for total milk solids without bringing the fat content considerably above the required minimum, thus placing the Western manufacturer of eondensed milk at a disadvantage. In the light of these considerations it is not desirable from the standpoint of the Department to press too closely the present legal requirements in the matter of total milk solids, and the question of possible modification of these requirements in the near future will receive attention.

As with evaporated milk, the most important single basis in judging the value of condensed milk, is its content in milk fat. There is, however, a well recognized difficulty in determining the total fat in condensed milk, due to the large amount of cane sugar, which is about 40 per cent. Special care, however, was taken to estimate the amount of fat, and it is satisfactory to note that with but one exception, all samples examined show milk fat up to the legal requirements, and in the majority of cases they were decidedly richer in milk fat than the minimum calls for.

Workmen Earn $20,000,000 Extra.

COL. BERTRAM, Chairman of the Shell Committee, states that the Munition Industry in Canada continues to expand in a most remarkable manner. The number of firms aeross Canada with orders for shells or eomponent parts is estimated at 300, and the value of the business has been raised to $170,000,000. There are approximately 30,000 workmen being employed. Already 500,000 shells have been shipped and by the middle of June, it is expected that the total output will be raised to 50,000 per day. To the figures mentioned about $30,000,000 could be added as representing the Russian business being handled in this eountry.

These figures throw considerable light upon one advantage that has come to this country from the war in Europe. Would these men be working if there had been no hostilities? Thirty thousand workmen at say $2 a day, means $60,000 or $360,000 a week. In a year, if the war lasts that long, this many workmen will earn practically $20,000,000, a great portion of which must find its way through retail channels. This is going to be a mighty good thing for the merchants of Canada.

Our Grape Juice is Good.

CHIEF Analyst, A. McGill fo the Inland Revenue Department, Ottawa, has just issued a report called Bulletin No. 307, on Grape Juice analysis. The report deals with 111 samples of unfermented grape juice sold in Canada. These samples were purchased by inspectors of the Department last October, November and December.

The results show that for the most part unfermented grape juice is true to its name. With very few exceptions the alcohol content is below the legal limit of 2 per cent. and in many instanees mere negligible traces are to be found. The report states that the grape juice is in the majority of instances rendered marketable by sterilization and hermetie sealing. In addition to a stipulation as to the quantity of aleohol allowed, there are three or four other requirements for grape juice. These refer to the specific gravity, the sugar contents, ash and phosphoric. With few exceptions these limits were met by the samples. The exceptions whieh in all cases were small indicated that additions of sugar or water or both were made to the grape juice.

Editorial Note

COMMERCE IS not mere money-getting. It is a science, as banking and law and medicine are seiences. It should be studied as such, for with such study comes not only greater efficiency but a higher standard of ethics as well. There is no more pressing public service to be done than the discovery of the best ways of reducing the cost of distribution and of elevating business to the standards of a profession.

CARDWRITING MADE EASY

by

R. T. D. Edwards

LESSON NO. 6.

AS was stated in previous lessons but will bear repeating, a good layout on a show card is more than half that goes to make the card a success. You may have your letter formation perfect in every detail, but if you have failed to space them properly on the card, then your work goes for little. I have seen many cards that were quickly made but better from a selling point of view than others that took the writer hours, simply because the person who made the "quick" cards knew that to be a successful card writer one must work for "effect," rather than what may be called strict "accuracy."

The prospective customer does not stop and admire a card because it is correct from a drawing point of view. The card is there, first to attract the eye, and secondly to tell the observer about the goods it advertises, and to tell them at first glance.

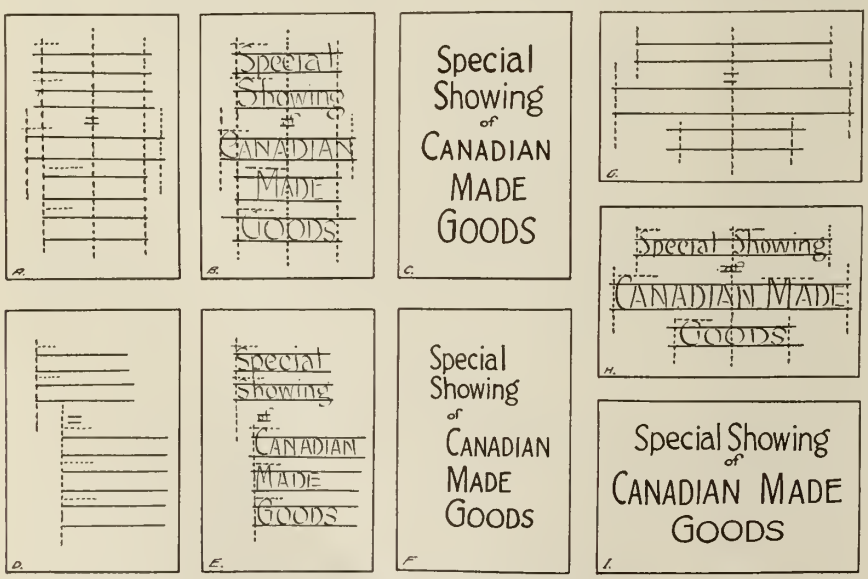
Remember the show card often decides whether a customer comes into the store or passes by. If the card is difficult to read people are not going to wait to figure out what is on it. They will pass by with the impression that that store is not up-to-date. That means lost business.

Fig. 1.

Good Looking and Easily Read.

But, on the other hand, let them be attracted by a nicely worded, well spaced, and well lettered card which can be read at first glance, and they are bound to look at the goods if they are in the least interested, because the show card has told them something that has created a desire for further information.

So, with the purpose of assisting the beginner I have prepared two plates, one of correct spacing and the other of inaccurate spacing. A careful study of these will do you a world of good before you fall into the rut of spacing "any old way."



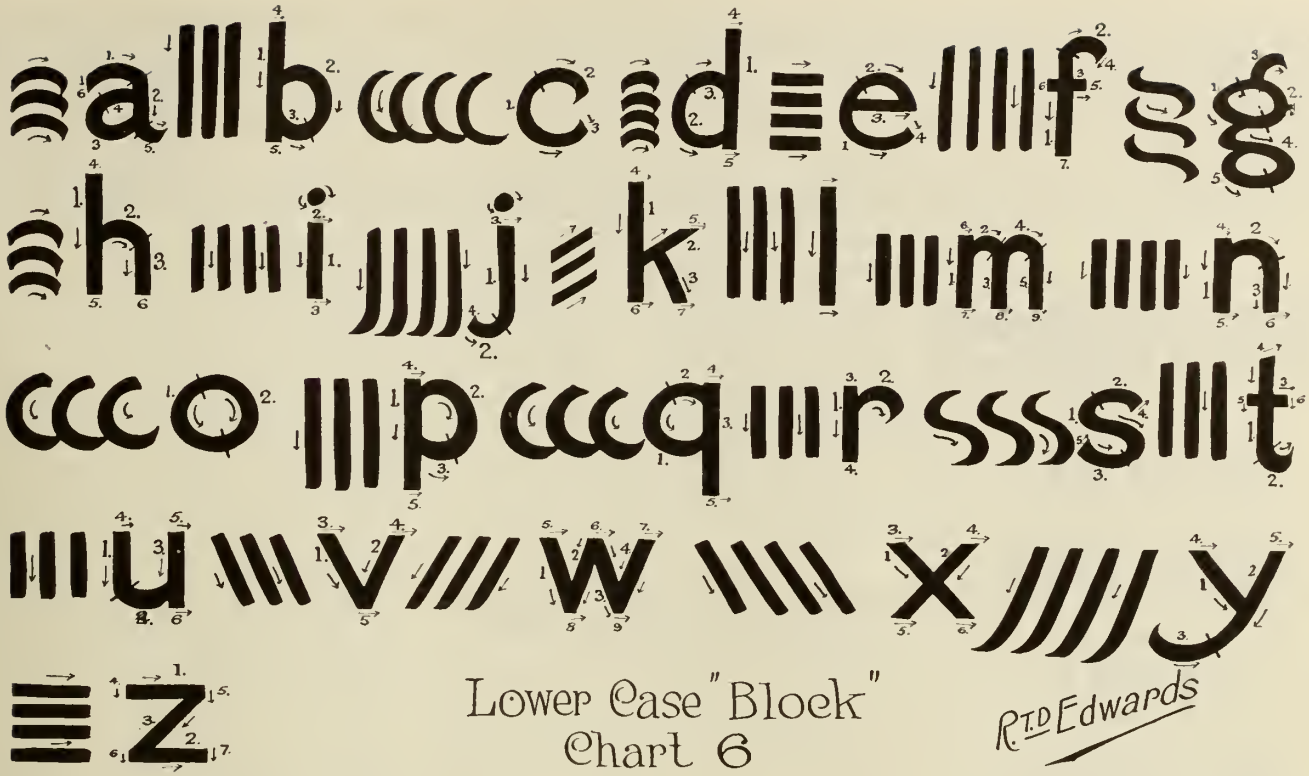
Correct Method for Spacing

FIG. 2.

Three Styles of Layout.

Stick to straight line spacing for a long time yet. It is the easiest to make and much the easiest to read. In figure 2 I have shown three distinct styles of layouts. The first shows an upright card spaced from the centre. "A" shows how the card should appear after all necessary guide lines are drawn. "B" shows the next step. Here the letters are roughly spaced out so as to serve as a guide for the brush work. "C" shows the finished work with all pencil marks removed.

The next card shows a different style of layout. The lettering is started from straight lines down the left side of the card. This is the easier and quicker of the two layouts and is most popular in card shops.



Lower Case "Block" Chart 6

R. T. D. Edwards

The next style is balanced up from the centre the same as the first but is written on the card landscape style. This gives a chance to put more than one word on each line.

A study of Fig. 3, shows a few of the many errors in layouts which have come under my notice. I think the worst of all is the one with the lettering too large for the card. This seems to be the most glaring one among beginners. They get the idea that it is necessary to cover as much of the white space as possible and lose sight of the fact that it is the white card behind the black that makes the lettering stand out.

Chart 6.

This chart along with the last two charts, known as charts 4 and 5, complete the brush stroke block lettering. All the strokes in these letter formations are made with one stroke of the brush.

The "A" is composed of five main strokes. Make each stroke in the order as numbered and you will get along better than if you went at it haphazard. Practise well every stroke before attempting the full formation of the letter. "B" shows a letter made up of three main strokes; 4 and 5 are the finishing strokes of the ends of stroke one.

"C" is composed of two main strokes and one finishing stroke. The end of stroke two does not need a finishing stroke if the brush is lifted so as to make a straight edge.

"D" has three main strokes. Stroke 3 is illustrated and needs considerable practice. The "E" has a formation similar to that of the "C." Stroke 3 should be parallel with the quick lines but nearer the top than the bottom.

Stroke 1 of "F" should not be made as high as that of the "B" and "D." The curve of stroke 2 brings it up to the top guide line.

"G" is the all-curve letter. Almost every card writer has a different formation for this letter. This is the one mostly used. This letter should be practised many times. Pay special attention to stroke 4 as shown in the preceding exercise.

Note that the top of stroke 3 of the "H" does not come up to the guide line but meets stroke two, whose curved top just touches the line. The dots over the "I" and "J" are made with two strokes with the side of the brush.

Much practice is needed in order to get the right angles on stroke 2 and 3 of the letter "K."

Don't neglect to practice the "L," it will assist you in the formation of other letters.

The "M" and "N" are of similar formation.

The curved lines require a lot of attention. The "O" is the only two-stroke letter in the alphabet. You cannot practise this too much. Note the strokes used in this letter are the same as those in "P" and "Q."

Stroke 2 of the "R" after a lot of

Special Showing of Canadian Made Goods
Too Much white space here
SPECIAL SHOWING OF CANADIAN MADE GOODS
Lettering too large for card
Special Showing of Canadian Made Goods
Lettering too much Spread out
Too close to edge of card
Too Close to edge of card
Special Showing of Canadian Made Goods
Too much white space
Lettering Too Low on card
Special Showing of Canadian Made Goods

Examples of Poor Spacing

FIG. 3.

practise can be made without using a finishing stroke.

The exercise preceding the "S" is very beneficial in its formation.

Note that the stroke exercise preceding the "T" does not come to the lower guide line. This is to allow the curved tail to rest on the guide line.

The "U" is similar to that of the "N" only reversed.

Practise many times the slant lines of the "V" and "W." See that where the strokes join, the angles are all the same.

Cross strokes 1 and 2 of "X" are as near midway between the guide lines as possible.

The "Z" while it is constituted of straight lines is not always easy to make. Make the upper and lower lines first, then the diagonal.

Wherever possible you will note, I have marked, by small cross bars, where the strokes join. This does not mean that you must lift the brush abruptly at these points, but they are the best places to overlap them. Take much care to keep the joins from showing. Draw the brush in the way indicated by the arrows.

Use the same method for practice work as explained in previous lessons. Practise each letter and exercise as shown in Fig. 1.

The accompanying cards illustrate the use of brush stroke block lettering, taken up in this and the last two lessons.

Try this show card for a pineapple display.

SECOND UNIVERSITY COMPANY CANADIAN EXPEDITIONARY FORCE.

The Second University Company, the organization of which was authorized by the Militia Department, has made substantial progress toward completing its establishment. The company under the command of Captain George C. McDonald, has its headquarters at 382 Sherbrooke street west, Montreal, where about 110 men are already enrolled and in training.

In addition to this, two officers, G. M. Smith and D. G. Hagarty of the Toronto University C. O. T. C., have been appointed to look after recruiting in Toronto. A number of men have already been sworn in there and it is expected that before June 1 Toronto University will have furnished a full platoon of about 60 men.

The full complement of all ranks required is 227, so that it is likely that the company will be up to its full strength at an early date. The rank and file are a splendid type of the young educated Canadian being recruited from University graduates or undergraduates, or men of a similar class. They are drawn from nearly every part of Canada, groups having been brought from Vancouver, Edmonton, Saskatoon and Winnipeg, as well as from the Eastern provinces. A number of men with C. O. T. C. certificates have enlisted in the ranks.

In the training of this unit special attention will be given to further instruct men studying for officers' certificates. A great many of the men have received the benefit of the training at the C. O. T. C. Camp at Niagara-on-the-Lake, which was held from May 2 to 15.

When the company has been brought up to full strength it will probably be moved to one of the permanent camps to undergo further training before going to the front.

The first University Company ("D" Co., 38th Battalion C. E. F.) was selected as a draft to reinforce the Princess Patricia Canadian Light Infantry.

CANADIAN JAM GOES TO BRITAIN.

Wagstaffe Limited of Hamilton, Ont., have secured an order for jams from the British War Office for the Imperial troops and navy. The British War Office seems to be after black currant jam and Wagstaffe Ltd. have received an order for 300,000 pounds of this for the Royal Navy, as well as a quantity of gooseberry jam in tins. The latter is going direct to the firing lines in France, Belgium, Turkey and Egypt.

It is interesting to note that all tins have to be lacquered on the outer surface so that they cannot get rusty. The Army Service Corps have to ford rivers, etc., to keep the army supplied with food; that is why the tins have to be lacquered on the outside, thus keeping the goods in good condition.

RECENT FOREIGN ENQUIRIES.

Among the trade enquiries received by the Department of Trade and Commerce are the following:—

705. Canned goods, evaporated fruit, etc.—An importing and commission firm in Lyons, France, asks for the addresses of Canadian packers of canned salmon, canned lobster, evaporated apples and peaches, and fruit pulps.

708. Chicory.—A Scotch firm of coffee essence manufacturers desire the addresses of Canadian growers and shippers of chicory.

714. British agencies.—An English agent (now in Canada) with large connection in Great Britain seeks agencies for confectionery, canned goods, cereals, grocers' specialties and woodenware.

Suggestion for show card appropriate for present time, which the student should be able to make.

THRO' OTHER SPECTACLES

Good Roads and Tourist Trade

From the Maritime Merchant.

We know of no more hopeful or productive line of business effort in which the people of a town can join than an organization for the purpose of making the place attractive to tourists. And this effort should concern not only the town itself, but the whole countryside far and near, for in these days of the motor a tourist does not take his holiday entirely in a seaside or country hotel but to a considerable extent in motoring through the country. This suggests the value of good roads. In view of this, then, the attraction of tourists to the provinces is not merely a local question for a few places, but a broad question for every nook and corner of the land.

Good roads for automobiles would certainly be a great attraction to tourists. Twenty years ago, when the development of tourist trade was first advocated, it was not so important that all the roads should be in a good condition, because only a small portion of them was ever seen by the summer visitor. But even then, for driving purposes, it was considered important that many of them should be put into as good condition as possible. To-day, however, good roads have become absolutely imperative. If we wish to cultivate a good class of travel we shall have to see that our roads are such as to encourage the man with a car to come this way.

* * *

Use of the Term Lima Beans

From American Grocer, New York.

The term Lima, as applied to certain types of beans, is undoubtedly of geographic origin. As far as can be ascertained the beans of the type known as Lima emanated from Lima, Peru, in South America, and this name is now applied very generally in the United States and in other English-speaking countries to cultivated edible varieties of the species Phaseolus lunatus. Foreign grown beans of the species Phaseolus vulgaris, of which there are over a hundred varieties, have recently been imported under the name Lima, qualified by such terms as Manchurian, Korean and Japanese. A thorough examination of these beans has shown that they are not Lima beans, but varieties of the common bean (Phaseolus vulgaris). The Lima bean is considered superior to the common bean for table use, and for this reason importers, dealers and canners are sometimes inclined to label common beans, chiefly the flat-seeded varieties, which resemble the Lima beans in general appearance, as "Lima beans," and to sell them as such at a price exceeding that of the common bean.

* * *

Mail Order House and Stamp Tax

From Claresholm Review, Alta.

While all this fighting is going on around us, both in the home and abroad, we must not overlook the fact that the mail order houses have received a body punch, with the commencement of the war tax. For years the country editors have been telling their readers to patronize the home merchants and to build up a town. A big percentage of the farmers have disregarded this advice, because in looking at the mail order catalogues they have found where they could save a cent or two by waiting a couple of weeks to receive their goods by mail. Home merchants have told them they lost money by the transaction, but in their greed had overlooked the fact. To-day it is different, the home merchant who sells his goods at a close margin can more than hold his own with the mail order house. It is to be hoped parties who in the past have given life to these houses will in the future have some consideration for the home merchant and keep what little money they spend at home where it belongs.

* * *

The Sugar Situation

From Canada-West Indian Magazine.

The war is affecting the market for sugar in a greater measure possibly than any other event which has taken place within living memory. Great Britain's continental supplies of sugar, principally German and Austrian, have been cut off, and the people have had to turn once more to neglected cane sugar, and to encourage the British farmer to grow sugar beets. The latter proposition is one that is not making much headway, for the British farmer is not likely to depart from his time-honored crops in order to grow a crop that may prove to be in very temporary demand. Failing a much greater guarantee of profit and stability of market than is now offered him, the British farmer generally is likely to leave the growing of beets severely alone. Another consideration is that the British farmer has at last come into his own, and as a result of the war is finding a most profitable market for all his products.

This does not mean that Great Britain is going to suffer from any sugar shortage. But it may mean that at last the sugar produced within the Empire is going to be drawn upon in full measure to meet the Empire's needs. It is many years since West Indian sugar planters have had so encouraging an outlook as they now have through the fact that the European war has brought the British Empire to a realization of its own assets and resources. We hope that this development will not be of fleeting effect, and that after the war is over lessons that have been learned will include among them the one that it is better to encourage development of the resources of the Empire, whether they consist of the sugar plantations of the West Indies or the wheat-producing areas of Canada, than it is to buy foreign produce for the enrichment of rival nations. Meanwhile it is a fact that the signs are all too few to warrant any optimistic view of a change in the fiscal policy of the United Kingdom.

* * *

Tea Consumption in England

From Daily Chronicle, London, Eng.

One finds a vast army of habitual tea drinkers amongst the workers, men as well as women, and in many instances tea has ousted the daily "half-pint."

Large numbers of street navvies and artisans and laborers have taken to a tin of tea instead of beer, and in factories, as well as in the home, there are more people drinking tea, whatever it may have superseded, than ever before. An instance may be cited where a London warehouse allows afternoon tea to its hands—1,000 or so—having started with the concession to the women and then extended it to the men.

It is pointed out that even with the inevitable rise in prices tea remains the cheapest of beneficent drinks, the cost per cup being but trifling. Folk who make the mistake of looking for cheapness in low prices, regardless of quality, may be surprised to learn that purchasers of corresponding position in Ireland think nothing of paying from 3s. 6d. to 4s. per lb. (75c to $1.00 Canada), resolved on having a rich beverage.

THE CLERKS' PAGE

CONTEST OPEN FOR ONE WEEK MORE.

The Clerks Salesmanship Contest is hereby extended one more week from date to give clerks in the far East and West another opportunity to forward their replies. This Contest has been advertised in Canadian Grocer during the past few weeks, and is one that every clerk should get in. Already a number of replies have been received, with a few splendid examples of the selling power of the clerk. We want this list augmented by several more.

Tell in your own words as briefly as possible, how you have increased the sale of some particular line of goods by salesmanship methods. Tell, for instance how you worked up a good trade on some new goods or in a certain line of jam, canned goods, baking powder, flour, or any other line. Give the gist of the selling talks you used with your customers. Tell also as closely as possible, the quantity of the particular line you sold during a certain period. Please remember that the provisions of the contest exclude goods, the price of which had been cut. There is no salesmanship in selling goods at less than the established price as almost anybody can give a thing away.

If your answer is mailed at once it will be in time for the contest. Winner of the first prize will receive $3 cash, second prize $2 cash, third prize $1 cash. In addition to that the other worthy answers will be reprinted in Canadian Grocer and paid for at our regular space rate. Address your reply to the Editor, Clerks' Department, Canadian Grocer, 143-153 University Avenue, Toronto.

THE PENCIL PROBLEM.

Editor Clerks' Page.—My answer to the pencil problem is as follows:

2 at 2½c	= 5
14 at ½c	= 7
4 at 2c	= 8
20 cost	20c

N. FINK.

Mattawa, Ont.

* * *

Some one has advanced the opinion that the letter "e" is the most unfortunate character in the English alphabet, because it is always out of cash, forever in debt, never out of danger and in hell all the time. For some reason he overlooked the fortunates of the letter, so we will call his attention to the fact "e" is never in war and always in peace. It is the beginning of existence, the commencement of ease, and the end of trouble. Without it there would be no wheat, meal, millers, machinery, life nor heaven. It is the centre of honesty and without it there could be no editors, readers nor news.—The Dixi Miller.

THE ENCYCLOPEDIA

COFFEE.

The origin and early history of coffee is like that of tea, involved in considerable obscurity. It was once said by one of the early writers that coffee was mentioned in the Bible, and he even went so far as to make the assertion that the drink given to King David by Abigail to calm his temper was a beverage prepared by something roasted, inferring that it was coffee.

Joseph M. Walsh states in his history about coffee that the first human beings who appear to have used the coffee berry in any form were semi-savage tribes inhabiting higher Ethiopia, to which country the coffee plant is indigenous and where it is found at the present time growing abundantly, both in a wild and cultivated state. Some of these wild tribes have the way of making from the coffee berry, roasted and pulverized, and mixed with grease to a certain consistency a ball that is put away until required for use, and one of these balls when eaten contains more sustenance and is better than bread or meat, because it cheers their spirits as well as feeds them.

The coffee plant now so widely and extensively grown and cultivated was entirely unknown outside of Abyssinia and Arabia up to the close of the seventeenth century. Louis XIV. was presented a specimen of the coffee plant, which was carefully nursed and from it some sprouts were sent to Martinique in 1717. It is claimed that from one of these single plants was produced the almost innumerable varieties now to be found on the American continent.

A Belgian monk introduced coffee into Rio de Janeiro, and a few years later the Bishop of Rio de Janeiro encouraged the growing of coffee by distributing to the natives the seeds grown in the garden of the monastery, and to this act Brazil is indebted for its great coffee industry. From Brazil the growing of coffee spread to Peru, Chili, Paraguay and other South American countries.

The common coffee plant in its uncultivated state grows to a height of from eighteen to twenty feet, but when cultivated it only grows from four to six feet. Its growth is kept down by continual pruning: this increases the quantity and improves the quality of the product as well as facilitates the picking of the crops.

It is very necessary to use great care in selecting a planation for the growing of coffee. Soil, climate, temperature and rainfall have much to do with the successful growing of the plant. Its place must be sheltered from wind to insure its perfect growth. Fierce winds accompanied by heavy rains destroy many of the tender plants before they have a chance to mature, and for this reason much care is given to the selection of a plantation; also that efficient roads not only facilitate the making of a good plantation, but they serve the additional purpose of drainage, being specially built for that purpose.

The preparation of the coffee for market is known as the pulping operation, which consists of removing the pulp from the berry. In drying the berry it is spread out on a flat stone surface in the sun; this terrace or drying ground is used when the plantation has not an artificial dryer; this process is done by heat passed through iron pipes under the floor of the room in which the berry is placed.

Personal Power--Your Biggest Asset*

By DR. ORISON SWETT MARDEN.

THE great problem in manufacturing is to get the largest possible results with the least possible expenditure, the least wear and tear of machinery. Men study the economy in their business of getting the maximum return with the minimum expenditure, and yet many of these men who are so shrewd and level-headed in their business pay very little attention to the economy of their personal power expenditure.

There are many people of a high order of ability who do very ordinary work in life, whose careers are most disappointing, simply because they do not keep themselves in a physical and mental condition to do their best thing.

In every place of business we find employees who are only about half awake, half alive; their bodies are full of dead cells, poisoned cells, because of vicious living, vicious thinking, vicious habits. Is it any wonder that they get so little out of life when they put so little into it?

I know men in middle life who are practically where they were when they left school or college. Their enthusiasm has long since petered out; their work has become a drudgery because they have not vim enough to be interested in it. They have not advanced a particle; some have even retrograded, and they cannot understand why they do not get on, why they are not more successful. But everyone who knows them sees the great handicaps of indifference to their health, neglect of their physical needs, dissipation, irregular living, slipshod, slovenly habits, all sorts of things which are keeping them down, handicaps which even intellectual giants could not drag along with them and make any kind of progress.

Everywhere we see young men and women crippled in their careers, plodding along in mediocrity, capable of great things, but doing little things, because they have not vitality enough to push their way and overcome the obstacles in their path.

The author's book is wishy-washy, does not get hold of the reader because he had no vigor, no surplus vitality, to put into it. The book does not arouse because the author was not aroused when he wrote it. It is lifeless because of the writer's low state of vitality.

The clergyman does not get hold of his people because he lacks stamina, force and physical vitality. He is a weakling mentally because he is a weakling physically. The teacher does not arouse or inspire his pupil because he lacks life and enthusiasm himself. His brain and nerves are fagged, his energy exhausted, burned out, his strength depleted, because he has not taken proper care of himself.

Everywhere we see these devitalized people, without spontaneity, buoyancy or enthusiasm in their endeavor. They have no joy in their work. It is merely enforced drudgery, a dreary, monotonous routine. They try to whip themselves to increased effort, but they are not physically equal to it.

These people remind me of a story I heard of an ignorant pedlar and his horse. This man, a fruit vendor, bought an old horse very cheaply at an auction sale. He was delighted with his bargain, but to his dismay very soon found that it was almost impossible to get any speed or work out of the animal. One day, while trying in vain to urge it on, he met a shrewd fellow-vendor, who told him that he had in his cart a magic remedy which would make a young horse out of an old one and a fast horse out of a slow one. All one had to do when his horse began to lag or give out was to apply this remedy, and he would get immediate results. The unsuspecting fellow bought the magic "remedy," which proved to be a whip. For a day or two it worked so well that he said it was worth many times what he had paid for it, because it put new life into his horse, and he could get much more work out of it than he could before. One morning, however, on going to his stable he found the poor old horse dead.

We may laugh at the foolishness and stupidity of this gullible fellow, but there are multitudes of people who are just as foolish, who daily apply the whip to an overworked, poorly nourished, devitalized body. They try to urge on faculties that are robbed of their power by ill-health.

Most of us are at war with ourselves, are our own worst enemies. We expect a great deal off ourselves, yet we do not put ourselves in a condition to achieve great things. We are either too indulgent to our bodies, or we are not indulgent enough. We pamper them, or we neglect them, and it would be hard to tell which mode of treatment produces the worst results. Few people treat their bodies with the same wise care and consideration that they bestow upon a valuable piece of machinery or property of any kind from which they expect large returns.

Personal power is the aim of every sane ambition. We may not think about it in just that way, but whether we are bending all our energies to make money or to write books, to paint pictures or to make machines, to win a position at the bar, or to build up a big business, whatever our immediate ambition, our real aim is to get more power. Whether it comes from money, from business reputation, from fame as physician, lawyer, writer, artist, or what not, power is what we are after, and there is no way of gaining or increasing it so effectively as keeping up all of our standards, physical, mental and moral, by doing everything we possibly can that will increase our self-respect, that will give us more robust health, make us think more clearly and act more efficiently.

Of course, there are isolated examples of people who have succeeded in spite of ill-health, just as there are exceptions to every rule. But the exceptions do not affect the rule, and for the average man or woman success without the physical basis of health is impossible.

One of the first essentials of success is to be a first-class animal. A sound mind in a sound body is a pre-requisite. Vigorous, abounding health is a duty as well as a necessity.

It is everyone's sacred duty to keep himself up to the highest possible standard, physically and mentally, otherwise he cannot deliver the divine message entrusted to him by his Creator in its entirety to the world. It is everyone's sacred duty to keep himself in a condition to do the biggest thing possible to him. It is a positive sin to keep oneself in a depleted, run-down, exhausted state, so that he cannot answer his life call or any big demand that an emergency may make upon him.

To be confronted by a great opportunity of which you are powerless to take advantage, because you have let your energy leak away in useless, vicious ways, or to feel that you can only take hold of your great chance tremblingly, weakly, with doubt instead of assurance and a consciousness of vigor, is one of the most disheartening experiences that can ever come to a human being.

If you would make the most of yourself, cut away all of your vitality sappers, get rid of everything which hampers you and holds you back, everything which wastes your energy, cuts down your working capital. Get freedom at any cost. Do not drag about with you a body that is half dead through vicious habits, which sap your vitality and drain off your life forces. Do not do anything or touch anything which will lower your vitality or lessen your chances of advancement. Always ask yourself: "What is there in this thing I am going to do which will add to my lifework, increase my power, keep me in superb condition to do the best thing possible to me?"

*Reprinted from MacLean's Magazine.

If we would only study the needs of our bodies as we study the needs of the plants in our gardens, and give them the proper amount and variety of food, with plenty of water, fresh air and sunshine, we would not be troubled with disordered stomachs, indigestion, biliousness, headache, or any other kind of pain or ache.

If we used common sense in our diet, lived a plain, sane, simple life, we would never need to take medicine. But the way many of us live is a crime against nature, against manhood, against our possibilities.

Take the treatment of the digestive apparatus, for instance, which really supplies the motor power for the whole body, and we will find that most of us do not give it half a chance to do its work properly. The energy of the digestive organs of many people is exhausted in trying to take care of superfluous food for which there is absolutely no demand in the system. So much energy is used up trying to assimilate surplus, unnecessary food, improper food, that there is none left to assimilate and digest that which is actually needed.

Men are constantly violating the laws of health, eating all sorts of incompatible, indigestible foods, often when the stomach is exhausted and unable to take care of simple food. They fill it with a great variety of rich indigestible stuffs, retard the digestive processes with harmful drinks, then wonder why they are unfit for work, and resort to all sorts of stimulants and drugs to overcome the bad effects of their greediness and foolishness.

Many go to the other extreme and do not take enough food or get enough variety in what they do eat, so that some of their tissues are in a chronic condition of semi-starvation.

The result is that while there is a great surplus of certain elements in some parts of the system, there is a famine of different kinds of elements in other parts of the system. This inequality, disproportion, tends to abnormal appetites that often lead to drinking or other dissipation. Many people resort to dangerous drugs in their effort to satisfy the craving of the starved cells in the various tissues when what they really need is nourishing food.

There are only twelve different kinds of tissues in the body and their needs are very simple. For instance, almost every demand in the entire system can be satisfied by milk and eggs, though, of course, a more varied diet is desirable, and should always be adjusted to suit one's vocation and activities. Yet, notwithstanding the simple demands of nature, how complicated our living has become!

The great thing in life is efficiency. If you amount to anything in the world, your time is valuable, your energy precious. They are your success capital and you cannot afford to throw them away or trifle with them.

Whatever else you do, husband your strength, save your vitality, hang on to it with the determination with which a drowning man seizes and clings to a bit of log at sea. Store up every bit of your physical force, for it is your achievement material, your manhood timber. The man who has no money is rich compared with the man who has squandered his vitality, thrown away his precious life energy. Gold is but dross compared with this, diamonds but rubbish, houses and lands are contemptible beside it.

Dissipators of precious vitality are the wickedest kind of spendthrifts; they are worse than money spendthrifts; they are suicides, for they are killing their great chance in life, their power to be strong, vital efficient men and women. They are squandering their biggest success asset.

A PLEA FOR THE CENT PIECE.

Western Merchant Wants to Hear From Others—Says Spring Sales Number Is Masterpiece.

Editor Canadian Grocer:

Dear Sir,—I have much pleasure in sending you my renewal subscription. Will you please alter my address to Midnight Lake, Sask., in place of Stony Lake, as I have opened a store at that place, and live there, leaving Stony Lake store in the hands of an employee.

I have found The Canadian Grocer of great service to me, giving me ideas which I could not have obtained from any other source, so far away from a live town as I am doing business—some 60 odd miles. The views and ideas of different business men which appear from time to time are very interesting to me, also instructive.

I wonder if any of them could say why the humble cent piece is not usually accepted in the stores and banks of Western Canada. Goods are marked either 5, 10, 15, 20, 25 cents, or 2 for 5, 3 for 10, 2 for 15, and so on. With prices fluctuating as they are at present, personally I think it would benefit both the retailer and consumer if the cent piece were put to work, then, if anything took one cent a pound rise wholesale, the retailer could raise one cent. As it is at present he either has to raise it two and a half cents, or lose the cent if he has keen competition. One way hits the consumer too hard, and the other way it hits the retailer too hard. The cent piece would relieve both. But as I have only been in business about two and one-half years I may have a lot to learn. However, I would like to read the ideas of some of the older and more experienced retail merchants on this subject, it would surely be important enough to be interesting to more than one retailer in the West.

Your Spring Sales Number this year is certainly a masterpiece. The information and ideas contained therein alone are worth the price of the year's subscription, to me anyhow. Wishing you every success.

JOHN HILLS.

Midnight Lake, Sask.

SERVICE DEPARTMENT

Editor, Canadian Grocer.—Will you please let us have the names of any exporters in or around Toronto of potatoes, tomatoes and other vegetables, also the names of several poultry dealers? P. L., Fort William, Ont.

Editorial Note.—We give below a number of firms who will no doubt be able to meet your requirements in their respective lines:

Potatoes—Exclusively: J. J. Ryan, 31 Church Street, Toronto; R. J. Ryan, 81 Colborne Street, Toronto; Champsey & Kelley, 778 Dovercourt Road, Toronto.

Tomatoes and Vegetables—White & Co., corner Front and Church Streets, Toronto; Herbert Peters, 88 Front Street E., Toronto; Clemes Bros., 41 Church Street, Toronto; Tretheway's Model Farm, Weston, Ont.; Hugh Walker & Son, Guelph, Ont.

Poultry—M. P. Mallon, 33 Jarvis St., Toronto; T. W. McDonnell, Front Street East, Toronto; Wm. Ryan & Co., 70 Front Street East, Toronto; Gunns, Limited, Front Stret East, Toronto.

* * *

Editor, Canadian Grocer.—Will you kindly supply me with a list of wholesale furniture houses in Toronto?

F. H., New Liskeard, Ont.

Editorial Note.—The names given below do not make a complete list, but no doubt are sufficient for your purpose: Toronto Furniture Co., The Charles Rogers & Sons Co., King's Furniture Co., Gendon Mfg. Co., Limited, Imperial Furniture Co.

* * *

Editor, Canadian Grocer.—We make peanut butter, but find considerable trouble in shelling the peanuts. Can you give me the address of a firm who would be able to supply nuts already shelled? Is there such a thing as ground or powdered peanuts?

P. & M., Saskatoon, Sask.

Editorial Note.—The W. G. Patrick & Co., 51 Wellington W., Toronto, handle shelled peanuts. Wm. C. Christmas & Co., St. Nicholas Buildings, Montreal, handle both ground and shelled.

CURRENT NEWS OF WEEK

Quebec and Maritime Provinces.

J. Martel & Co., grocers, Hull, Que., are succeeded by G. Montpetit.

J. E. Lariviere & Cie., wholesale and retail teas and coffees have registered at St. John's, Que.

Fire did about $1,000 worth of damage at the plant of the Atlantic Sugar Refineries, Ltd., St. John, N.B., last week.

H. M. Byno, representing Musson & Co., molasses exporters, Barbadoes, was in Montreal this week, and returned home on Tuesday.

The building and contents of the late William Somerville property, at Waterville, Que., were completely destroyed by fire on May 28.

W. H. Dunn, Montreal, have taken over the premises formerly occupied by Rose and Laflamme on St. Paul St., and will add them to their present building.

The general store and contents of John T. Keating, at Lochaber, Antigonishe, N.S., were destroyed by fire last week. It is supposed that tramps burglarized the place and then set fire to it.

P. Pastene & Co., Inc., importers, 300 Lower Antoine Street, Montreal, will start the manufacture of macaroni in a few weeks. They have imported special machinery for this purpose.

A. J. Williams, manager of Harrisons & Crosfield, Ltd., Coristine Building, Montreal, suffered a slight paralytic stroke on Saturday last. His condition is reported as favorable.

Harper R. Gray, treasurer of Gunns, Ltd., Toronto, has come to Montreal, where he will be joint manager with Charles Langlois, of Gunn, Langlois and Co., Ltd. Mr. Gray has assumed Col. Gunn's duties in Montreal, during his absence at the front.

F. E. RAYMOND, Saskatoon, Sask.
Secretary of the Saskatchewan branch of the R.M.A., the convention report of which appeared in a recent issue.

Ontario.

J. J. Dunn, grocer, Toronto, has sold to J. O. Tucker.

J. H. May, grocer, Ottawa, is opening a branch store.

J. H. Thompson, a Toronto grocer, died last week.

E. Patterson, grocer, Shelbourne, Ont., has sold to W. J. Hall.

W. J. Fitzgerald, grocer, Toronto, has sold to S. M. Carscallen.

The MacLaren Baking Powder Co., Toronto has obtained a charter.

John McKim, grocer, Orangeville, Ont., sustained a fire loss recently.

The Leamington Fruit Association, Leamington, Ont., has obtained a charter.

T. Shaw & Co., grocer, flour and feed merchant, Toronto, have sold to J. T. Pointon.

A new grocery store has been opened on Wellington St. South, London, Ont., by G. A. Miller.

George Quackenbush has purchased the grocery business of H. Coolidge, Smith's Falls, Ont.

M. James & Co., have opened a new grocery story, corner Worthy Rd. and Bucose St., London, Ont.

A branch grocery store has been opened by G. B. Drake, at the corner of Adelaide and Guy streets, London, Ont.

Crawfords Limited, is name of a new concern in Tilbury, Ont., taking over the general store business of W. C. Crawford.

The Toronto Poultry Co., Ltd., has been granted an Ontario charter to manufacture condensed milk and to deal in all kinds of garden and farm products.

Wallace Anderson, manufacturers' representative, Toronto, left this week for Halifax, where he will attend a conference of representatives of the Acadia Sugar Refining Co.

J. S. Wilkie who has conducted a grocery store in Alvinston, Ont. for the past two years, has sold to Mr. Nickelson. Mr. Wilkie has bought a grocery business from Mr. Laughlin, in Sarnia, Ont.

Arrangements are being completed for the annual general meeting of the Canadian Manufacturers' Association, which will be held in Toronto on June 8, 9, and 10, and which will be attended by a large number of out-of-town members. Owing to the war and to general conditions, the entertainment to be provided for the delegates in connection with the convention will be much less elaborate than usual.

Western Canada.

M. W. Rublee, wholesale fruit dealer, Winnipeg, died recently.

J. Forcier, grocer, St. Charles, Man., is succeeded by H. Therrien.

J. J. Kells, grocer, Winnipeg, is succeeded by Mitchell & Toon.

The Franklin Supply Co., Franklin, Man., have sold to F. Freeman.

Rachael Edwards, grocer, Sovereign, Sask., is succeeded by W. H. Edwards.

The capital of the Manitoba Vinegar Mfg. Co., has been increased to $60,000.

The merchants of Enderby, B.C., are closing on Thursday afternoon, during the summer months.

The F. R. MacMillan Co., department store proprietors, Saskatoon, Sask., have been granted a Dominion charter.

W. R. KELL, Saskatoon, Sask.,
Assistant Secretary Saskatchewan Branch of the Retail Merchants' Association.

The Frost Damage Firms Canned Goods

British Jams Costing More — Cable Announces One Shilling Extra — Preferential Tariff, Freights and War Risks Extra to That—Tea Higher After Vacation—Sugar Firm; Higher in Winnipeg—Sockeyes Advance in Montreal—Currants Firm and Higher.

Office of Publication, Toronto, June 3, 1915.

THE wheat situation, both in Winnipeg and Chicago is attracting a good deal of attention. The prices are crumbling. At the time of writing, Manitoba No. 1 is selling at $1.45½. One week ago this was $1.63. This is a record-breaking break, time considered, and is all the more remarkable in view of the exceptional strength of the wheat market up to a couple of weeks ago. There are two or three reasons for the downfall. The crop of American wheat nearing the harvest and lack of export orders, has made holders of old wheat nervous. Fearing that there is not going to be any outlet for their holdings, they are selling right now at lower levels. Moreover, the talk of a good crop is having its effect in the same direction. Add to these two factors that the news from the Dardanelles is bearish and that further progress is reported in foreing an entrance there; also that Italy has entered the war and that the international situation looks a good deal better at this writing than for some time and you have the aggregate of reasons why wheat prices apparently are crumbling. Incidentally it is worth while to notice that as we state above, Manitoba No. 1 one week ago was $1.63; now it is $1.44; one year ago at this time it was worth 95⅝c cash. The comparison between the prices this year and at the corresponding time last year is very remarkable.

One result of the crumbling up of wheat prices has been a reduction in the price of winter wheat flour. This declined 20c all round in Toronto. Other markets show drops. Manitoba flour is considerably weaker, and a 50 cent reduction is noted in Montreal.

The price of cheese is still abnormally high, and we are no further towards finding out the why and the wherefore. One thing, however, is certain, and that is that the cause of the high price at present is not due to scarcity of supplies in this country. There is lots of cheese coming; the make is large and statistics continue to prove that there is a good deal more cheese this year than last. The "Trade Bulletin," of Montreal, says that "The week ending May 22, there were 55,073 boxes as compared with 19,427 for the same week in 1914." The total receipts from May 1 to May 22 of this year were roughly three times what they were for the corresponding period last year. One big reason for the high price of cheese is the extraordinary amount of buying being done in this country by the British Government. They are short of cheese over there, and cannot get enough for the soldiers, and they are simply taking up every pound of cheese that they can buy in Canada. On the other hand that leaves us short and the domestic demand is only satisfied at prices far too high. One way out might be for buyers over the border to let up for a couple of weeks on purchasing and thus get the prices down and then buy again if they want to. At this time last year when the receipts were so very much lower, the price of the finest grade of cheese was 12¼c; now it is 19 to 19¼ in Montreal and higher still in Toronto. The only answer as to why cheese is so high seems to be that the war happened in on our commercial organism and made all the difference. Prophets keep on telling us that high prices of cheese cannot last very much longer, but they have been saying so now for several months. Personally, we shall believe in lower prices on cheese when we see them and not till then.

Sugar, which has been strong in both Montreal and Toronto, following New York, for a couple of weeks now, is up five cents in Winnipeg. On the other hand, probably for local reasons only, it is slightly lower in one line in New Brunswick this week. In Ontario and Quebec the market is strong. New York market shows an advance of 10c a cwt. on refined.

Markets in Brief

QUEBEC MARKETS.

FLOUR AND FEEDS—
- Flour markets quiet.
- Declines occurred in wheat.
- Bran and shorts easier.
- Rolled oats unchanged.

FISH AND OYSTERS—
- Eastern salmon short.
- Halibut tends to advance.
- Haddock and codfish lower.
- Advance of 2c in lobsters.
- Medium mackerel 16-18c each.
- Frogs legs to be cheaper.

FRUIT AND VEGETABLES—
- Frost affects asparagus.
- Cabbage down to $2.25 barrel.
- Small cauliflowers $1 doz.
- Good cucumbers $2.50 basket.
- Curly lettuce as low as 75c crate.
- Texas and Bermuda onions here.
- Rhubarb and radishes decline.
- Canadian spinach here.
- Strawberries offered 15c quart.
- Cherries down to $2 box.

PROVISIONS AND PRODUCE—
- Decline in butter; another coming.
- Cheese firm, despite heavy supply.
- Eggs, storage nearing end.
- Cooked and jellied meats up.
- Ducklings here next week.
- Demand for live fowl light.

GENERAL GROCERIES—
- Further advance in sage.
- Higher prices for Java coffees.
- Advance in N. Y. refined sugar.
- Black tea market higher.
- Red sockeyes advance 25c case.
- Beans, 3-lb. pickers, advance.
- Advance of 2c in sultanas.

ONTARIO MARKETS.

FLOUR AND CEREALS—
- Big crumble in wheat.
- Winter wheat flour down.
- Little demand for Manitoba.
- Mill feeds strong.

FISH AND OYSTERS—
- Bloater-mackerel a leader.
- May be scarcity of trout.
- Eels and flounders sell well.
- Lobsters a'plenty.
- Good holiday trade.

FRUIT AND VEGETABLES—
- New carrots sell well.
- Strawberries are higher.
- Potatoes easier and lower.
- Grape fruit off market.
- Lemons firmer.
- New California cherries selling.
- All salad vegetables getting business.
- Old carrots practically done.
- Apples virtually off.
- Late Valencias selling.

PROVISIONS AND PRODUCE—
- Cheese still 'way up.
- Butter easier and more of it.
- Storing of eggs lets up.
- Prices easier.
- Broilers down after holidays.
- Honey situation unchanged.

GENERAL GROCERIES—
- Teas up in London.
- British jams to be dearer.
- Sugar situation strong.
- Currants firmer and higher.
- Tapioca prices advance.
- Quiet month in May.

QUEBEC MARKETS.

Montreal, June 3.—It is stated that the recent frost injuder the tomato crop in Ontario so much, the market on canned

tomatoes was strengthened to the extent of 10c. This is important, coming as it does, at a most critical period for canned goods, and especially for tomatoes, the price of which has been low, and stocks heavy. A firmer market exists for evaporated apples, the supply of which is short on account of large orders placed some time ago by a European Government. It is also affirmed that the frost got into the apples. Another line affected here by the frost is asparagus, the price of which advanced as a result. An advance is also announced in the ordinary brand of canned salmon (Red Sockeyes) in sympathy with prices on the Coast.

Imported pickles have not met the usual success this year as the war tax and high freight rates have made imported pickles rather high for this market.

An advance is announced in the price of pure spirit vinegar of 2 to 3c per gallon. This is attributed to an advance made by distillers on their No. 2 spirits.

Wholesalers who have been selling 3-lb. picker beans at $3.10 have been compelled to advance their quotation on account of the higher prices being asked by shippers. It seems that the bean market is gaining strength every week. Soup peas are also strong.

The sugar market is important this week on account of an advance in New York refined, following advances in raws. Further advances in refined are expected across the line, but whether they occur in Montreal depends on the attitude of the refiners. If they all wait for the other to take the step, the advance may be slow in coming. They admit individually that the advance is warranted.

There is nothing new in market for flour or feed.

In the produce market, there is a decline in butter, with a further one coming. The cheese market, despite the large amount being made, remains firm, and prices are unchanged. A large number of egg storage operators have finished, which will mean a surplus for local requirements. Owing to warmer weather, there is a better demand for cooked and jellied meats, and prices are a shade higher.

SUGAR.—For several days the market on raws has been firm, which had the effect of stimulating trade here. An advance took place in New York refined on Tuesday of 10c per cwt., and another is expected on June 5. Whether or not there is an advance here will depend solely on competition among the refiners. This has become so keen of late, advances do not take place so quickly as formerly. One thing is sure—that refiners could not buy raws at today's prices and sell refined at current quotations.

	Per 100 lbs.
Extra Granulated Sugars—	
100 lb. bags	6 65
20 lb. bags	6 75
2 and 5-lb. carton	6 95
Yellow Sugars—	
No. 3	6 50
No. 1	6 25
Extra Ground Sugars—	
Barrels	7 05
50 lb. boxes	7 25
25 lb. boxes	7 45
Powdered Sugars—	
Barrels	6 85
50 lb. boxes	7 05
25 lb. boxes	7 25
Paris Lumps—	
100 lb. boxes	7 40
50 lb. boxes	7 50
25 lb. boxes	7 70
Crystal Diamonds—	
Barrels	7 30
100 lb. boxes	7 40
50 lb. boxes	7 50
25 lb. boxes	7 70
Cartons and half cartons	8 05
Crystal Dominoes, cartons	8 15

TEAS.—Advices from Colombo are to the effect that advances have taken place again, and that prices are the highest for twenty-five years. Importers state that the retail trade has difficulty in believing how big the advance is, which makes it hard for salesmen calling upon them. Importers hold the belief that the high prices on Calcutta, Colombo and China blacks will be maintained. Japans are much the same as last year. China greens are rather neglected, and there has not been the corresponding rise in greens as there was in blacks. Cheapest grades of China blacks which formerly cost 10c, are now costing 18c.

DRIED FRUITS.—The fact that Italy is at war is not affecting shipments much. The only change this week as far as the primary market is concerned, is in Sultanas, which have advanced 2c per lb. This makes a total advance since Turkey went to war of nearly 6c per lb. There will be no Sultanas coming from Turkey next year, and Greece will be able to supply only about a fifth of what she did. This country will be dependent on the United States for her supplies during coming year. Figs and dates are firmer, but are not selling, and there will be little demand until the first of September. Currants are unchanged.

EVAPORATED FRUITS.	Per lb.	
Apples, choice winter, 50-lb. boxes	....	0 08
Apples, choice winter, 25-lb. boxes	....	0 08½
Apricots	0 11½	0 12½
Nectarines, choice	....	0 11½
Peaches, choice	0 07½	0 08½
Pears, choice	....	0 13½
DRIED FRUITS.		
Candied Peels—		
Citron	0 20	0 21
Lemon	0 13½	0 14
Orange	0 13½	0 14
Currants—		
Amalias, loose	....	0 07½
Amalias, 1-lb. pkgs.	....	0 08
Filiatras, fine, loose, new	....	0 07
Filiatras, packages, new	....	0 08
Vostizzas, loose	....	0 09
Dates—		
Dromedary, package stock, per pkg.	....	0 09
Fards, choicest	....	0 12½
Hallowee, loose	....	0 08
Hallowee, 1-lb. pkgs.	....	0 07½
Figs—		
8 crown, 12 lb. boxes, fancy, layer, lb.	....	0 14
7 crown, 12 lb. boxes, fancy, layer, lb.	....	0 14
6 crown, 12 lb. boxes, fancy, layer, lb.	....	0 13½
1 lb. glove boxes, each	....	0 12
Prunes—		
30 to 40, in 25-lb. boxes, faced	....	0 14
40 to 50, in 25-lb. boxes, faced	....	0 13
50 to 60, in 25-lb. boxes, faced	....	0 12
60 to 70, in 25-lb. boxes, faced	....	0 11
70 to 80, in 25-lb. boxes, faced	....	0 10
80 to 90, in 25-lb. boxes, faced	....	0 09½
90 to 100, in 25-lb. boxes, faced	....	0 09
Raisins—		
Malaga, table box of 22 lbs., 3-crown cluster, $2.60; 5-crown cluster	....	3 60
Muscatels, loose, 3 crown, lb.	....	0 09
Sultana, loose	0 10	0 11
Sultanas, 1-lb. packages	0 11½	0 14
Valencia, selected	....	0 08½
Valencia, 4-cr. layer	....	0 09
Cal. seedless, 16 oz.	....	0 11
Seedless, 12 oz.	....	0 09
Fancy seeded, 16 oz.	....	0 10
Choice seeded, 16 oz.	....	0 09½

Prices quoted on all lines of fruits are liable to be shaded for quantities, according to the state of market.

RICE.—The market for Canadian rice remains unchanged. The situation for imported rices is about same. No Patnas are being offered. Wholesalers claim to have good stocks of rice which they bought last year, which will carry them a long way, as buying is not heavy.

	Per cwt.
Rangoon Rices—	
Rangoon, "B"	3 70
"C.C."	3 60
India bright	3 85
Lustre	3 95
Fancy Rices—	Per cwt.
Imperial Glace	5 50
Sparkle	5 70
Crystal	5 45
Ice drips	5 80
Snow	5 70
Polished	4 85
Pearl	5 05

Prices are per 100 lbs., packed in bags (250 lbs.), half-bags (100 lbs.), and quarter-bags (50 lbs.); add 10c per 100 lbs. for pockets (25 lbs.), and 20c for half-pockets (12½ lbs.)

Imported Patna.	Per lb.	
Bags, 224 lbs.	0 06	0 06½
Half bags, 112 lbs.	0 06¾	0 06
Quarter bags, 56 lbs.	0 06⅞	0 06⅛
Velvet head Carolina	0 09¾	0 10½
Sago, brown	0 06½	0 07
Tapioca—		
Pearl, lb.	0 06½	0 07
Seed, lb.	0 06½	0 07

MOLASSES. — A firmer raw sugar market has strengthened the molasses market, and demand here is much better. More sales have probably taken place here than is generally known. Prices, delivered Montreal, are in the neighborhood of 38½ and 39c. Reports are that the supply of molasses in Barbadoes will not be as heavy as was expected.

	Price for Island of Montreal.	
Barbadoes Molasses—	Fancy.	Choice.
Puncheons	.45	.41
Barrels	.48	.44
Half barrels	.50	.46

For outside territories prices range about 2c lower for fancy; nothing for choice.

Carload lots of 20 puncheons or its equivalent in barrels or half barrels, to one buyer, may be sold at "open prices." No discounts will be given.

Corn Syrups—		
Barrels, per lb., 3¾c; ½ bbls., 4c; ¼ bbls.		0 04¼
Pails, 38½ lbs., $1.85; 25 lbs.		1 46
Cases, 2 lb. tins, 2 doz. in case		2 65
Cases, 5 lb. tins, 1 doz. in case		3 00
Cases, 10 lb. tins, ½ doz. in case		2 90
Cases, 20 lb. tins, ¼ doz. in case		2 85
Maple Syrups—		
New, pure, per 8½ lb. tin	0 75	0 80
Pure, in 15 gal. kegs, 8c per lb. or, per gal.		1 15
Maple sugar, pure, per lb.	0 10	0 12

COFFEE.—Java coffees are dear, and cannot be laid down here, duty free, for less than 26 to 28c. A gradual advance has been taking place, which amounts to about ten per cent.

Coffee, Roasted—		
Bogotas	0 26	0 30
Jamaica	0 21	0 22
Java	0 31	0 36
Maricaibo	0 22	0 25
Mexican	0 27	0 28
Mocha	0 33	0 36
Rio	0 15	0 17
Santos	0 21	0 23
Chicory, per lb.	0 10	0 12

NUTS.—There is quite a good demand from Toronto wholesalers for shelled almonds and walnuts. This seems to show that stocks are low in the country. There is no change in the market for above two lines.

Almonds, Tara	0 16	0 18
Grenobles, new	0 14	0 16
Marbots, new	....	0 12
Shelled walnuts, new, per lb.	0 33	0 34
Shelled almonds, 28-lb. boxes, per lb.	....	0 38
Sicily filberts	0 13	0 14
Filberts, shelled	....	0 28
Pecans, large	....	0 18
Brazils, new	....	0 12½
Peanuts, No. 1, 12½c; No. 2	....	0 11½
Peanuts, No. 3	....	0 10

SPICES.—Market is quiet just now, but should pick up in a month or so. Situation in sage is getting worse, and a further advance of 5 cents has taken place during past week. It is hard to say what dealers will do about sage, as it formerly cost only 3½c. Quotations on cream of tartar vary from 40 to 45c. Pure cinnamon is quoted at 22 to 25c.

	5 and 10-lb. boxes	¼-lb. pkgs. dozen.	¼-lb. tins lb.
Allspice	0 17	0 70—0 80	0 24
Cassia	0 23	0 78—105	0 31
Cayenne pepper	0 30	1 08—1 21	0 36
Cloves	0 41	1 21—1 31	0 48
Cream tartar—40-45c.			
Ginger, Cochin	0 19	——	——
Ginger, Jamaica	0 23	1 00—1 15	0 31
Mace	0 80	1 00—1 15	1 00
Nutmegs	0 40	1 08—1 26	0 75
Pepper, black	0 20	0 90—1 00	0 31
Pepper, white	0 31	1 15—1 20	0 40
Pastry spice	0 23	0 95—1 20	0 31
Pickling spice	0 20	0 85—1 00	0 80—0 95
Turmeric	0 21—0 23	——	——

Lower prices for pails, boxes or bailers when delivery can be secured.

Cardamon seed, per lb., bulk	2 00	2 50
Carraway—		
Canadian		0 13
Dutch	0 15	0 1b
Cinnamon, China, lb.	0 22	0 25
Mustard seed, bulk	0 19	0 23
Celery seed, bulk	0 36	0 46
Cayenne chillies		0 35
Shredded cocoanut, in pails		0 19½
Pimento, pure		0 17

DRIED VEGETABLES. — Wholesalers who have been quoting 3-lb. pickers at $3.10 for months, have advanced their quotations to $3.25 since the market firmed, and this is about the lowest quotation to-day. Wholesalers are paying as high as $3.10 and $3.15 themselves. The feeling is that the market will be higher, stocks in the West being small. Two or three big men in Ontario have sold out recently. Soup peas are scarce, and wholesalers are paying within a few cents of what retailers are being quoted —that is, for good ones. For splits, the wholesale trade is paying $5. Sales of No. 2 splits have been made at $1.75 bushel, these being merely siftings.

Beans—		
Canadian, 3-lb. pickers, per bushel	3 25	3 30
Yellow, per bushel		3 50
Yellow eyes, per bushel		3 50
Lima, per lb.	0 07½	0 08
Peas, white soup, per bushel	2 85	3 00
Peas, split, bag, 98 lbs.		5 25
Barley, pot, per bag		2 85
Barley, pearl		4 50

CANNED GOODS.

MONTREAL.—It was expected by some that on June 1, the date on which contracts with the canners expire, there would be some declines in canned goods prices. However, this did not occur. There is expectation in some quarters that matters will be satisfactorily arranged and the price maintained. The formation of a holding company is still spoken of as a certainty.

It was stated by a representative of one canning concern this week that market on canned tomatoes had stiffened as much as ten cents on receipt of news that the tomato crop in Ontario has been damaged by frost. For some reasons, the frost probably will be a good thing if it will tend to prevent canners' losses. The intention, of course, this year is to curtail the pack considerably. As a result of this report a better demand has been felt for tomatoes during past week. On the other hand, a prominent man in the trade points out that it is only early tomatoes that are affected, tomatoes which are shipped to the market; that the tomatoes used for packing are only planted in May and June, and are not packed until September.

There is a firmer feeling in the salmon market, prices on the ordinary brand of Red Sockeye having been advanced 25c per case, the price now being $2.20-$2.25. This is in sympathy with prices on the Coast, but the price is still low on account of stocks of salmon now on hand.

Some lines of Norwegian sardines have declined 50c per case, the reason being given that they were moving slowly. The price is brought down to $8.50-$9.50.

ONTARIO MARKETS.

Toronto, June 3.—The main item of news this week is that the new schedule of prices on British jams has been received. It is evident that it is going to mean that jams will cost a good deal more to the retailer, and consequently to the consumer—that is, British jams. There is, first, the additional cost over there, which amounts to 25 cents a dozen; secondly, a 5 per cent. preferential tariff; thirdly, additional cost of freights, which will amount to around 50 per cent.; and war risks and the like. All these taken into account will mean a considerable increase in the price at which jobbers sell to the trade in Canada. It practically means that imported jams will no longer be in the 20-cent class.

There is another aspect of this question which is mighty interesting. This increase in the cost and, therefore, selling price of imported lines, will tend to firm domestic jams, too. The situation will, of course, mean a big opportunity for local preserve manufacturers. The news of the new price schedule has only just been cabled over, and we have no details as yet, but we give these surmises, together with the basic fact of higher levels for what they are worth.

"Pearline" is now ready for distribution in its revised sizes and prices.

These be the days when salmon and other tinned fish ought to have a good run, and, consonantly, salad vegetables. The hot weather is on its way, and salads will be the order of the day. To a certain extent fresh fish will give way to canned stuff, attractively furnished with salads, lettuce, cucumber and the like. This is killing two commodity birds with one stone, and is good alike for the vegetable man and the grocer who sells canned stuff too. In our report of the vegetable market is noted a decided improvement in demand for salad stuffs. Salmon is in good demand, and prices are attractive at around $2.50 a dozen.

Apropos canned fish, there is said to be difficulty in getting any Norwegian fish, sardines and the like over here, and that has naturally firmed up the price on sardines. There is a good demand and ought to be good money in them for the man who is well stocked. Spot stocks in the hands of importers and wholesalers is quite low, we hear.

The canners' holding company is apparently still in process of formation. It is said that the thing is all arranged,, and only awaits signatures of two or three canners. But the actual settlement is still indefinite; nevertheless many canners are confident it is going through.

May turned out to be not so good a month as the ones which preceded it. Trade was slower, and orders slipped back, in some sort, to the state where our adjective must be "hand-to-mouth." In this connection we might point to the significant fact that the building permits in Toronto alone were for May $800,000. One year ago they were $2,-800,000—exactly two millions more! It is, therefore, no wonder that many grocers claim business is quiet.

Nevertheless, the bright weather is here, and things are better. From these two things we do well to derive all the optimism we can, and combine therewith the quality of putting the best foot foremost. Trade is never so bad, but it might have been worse.

SUGAR.—Rains in Cuba and continued European buying have been responsible for translating the firmness which we remarked last week into a positive advance in New York of 10c. This has not been duplicated in Toronto, though there is an increase in Winnipeg of 5c; but the market is strong and an advance is not improbable. The natural tendency is for sugar to strengthen at this time of year, and fact of British and French buying taken in conjunction with this is doubtless responsible for the higher figures registered in New York. The Toronto market displays little activity. If sugars advance here the market is simply as usual following New York. Competition is no doubt tending to hold prices down.

Extra Granulated Sugars, Montreal Refined—per 100 lbs.	
100 lb. bags	6 71
20 lb. bags	6 81
10 lb. bags	6 86
2 and 5-lb. cartons	7 00
Nova Scotia refined, 100-lb. bags	6 61
New Brunswick refined, 100-lb. bags	6 71
Extra Ground Sugars—	
Barrels	7 11
50 lb. boxes	7 29
25 lb. boxes	7 41
Powdered Sugars—	
Barrels	6 91
50 lb. boxes	7 11
25 lb. boxes	7 31
Crystal Diamonds—	
Barrels	7 36
100 lb. boxes	7 46
50 lb. boxes	7 56
Cartons (20 to case)	8 11
Cartons (50 to case)	8 61
Crystal Dominoes, cartons	8 11
Paris Lumps—	
100 lb. boxes	7 46
50 lb. boxes	7 56
25 lb. boxes	7 76
Yellow Sugars—	
No. 1	6 31

Barrels granulated and yellow may be had at 5c per cwt. above bag prices.

Owing to transposition of folios, noticed only after one reading matter form had been run off the press, readers will please read this page (39) after page 40 and page 41 after 38.

is from 4 to 6 inches high. There is now sufficient moisture in the ground, as result of the rainfall extending over the period from May 13 to 16. Since then the weather has been warmer, and further rains have occurred throughout the entire West. The result of the favorable crop reports has had the desired effect on the local market situation.

Many changes are to be noted on the local market this week. In some instances prices have advanced, and in others the contrary has been the case. Lard is slightly higher, with 3's at $8.90; 5's at $8.85; 10's at $8.80; and 20's at $2.90. Lemons are higher at $5.25. Apples are scarce and are quoted at $2.25. Grapefruit is up to $4.50. Strawberries are coming in well, and are wholesaling quarts at $4.75. Butter and eggs have declined, creamery commanding 26c, dairy 20c, and eggs bringing 18c; while cheese has jumped to 22½c. Sugar remains strong, while flour is now quoted at $3.95. Evaporated apples are higher at 8⅞c. Potatoes are bringing 85c. Ontario beans are wholesaling at $3.75. Dried fruits remain about the same, dried peaches being slightly lower at 7c, and apricots also lower at 12c. Gal. apples stand at $1.39.

Produce and Provisions—		
Butter, creamery, per lb.	....	0 26
Butter, dairy, No. 1	....	0 20
Cheese, per lb., large	....	0 22½
Eggs, new laids	....	0 18
Lard, 3's, per case	....	8 90
Lard, 5's, per case	....	8 85
Lard, 10's, per case	....	8 80
Lard, 20's, each	....	2 90
General—		
Beans, Ontario, per bushel	....	3 75
Coffee, whole roasted, Rio	0 17	0 17½
Cream of tartar, lb.	....	0 45
Cocoanut, lb.	....	0 19
Cornmeal, bail	....	2 80
Apricots, per lb.	....	0 12
Evap. apples, 50's	....	0 08⅞
Flour, 98's	....	3 95
Potatoes, Ont., bush.	....	0 85
Rolled oats, bail of 80 lbs.	....	3 50
Rice, per cwt.	....	3 90
Sugar, standard, grand., per cwt.	....	7 44
Sugar, yellow, per cwt.	....	7 04
Walnuts, shelled, .41; almonds	....	0 41
Canned Goods—		
Apples, gals., case	....	1 39
Broken beans, 2's	....	2 55
Beans	....	2 28
Corn, standard, per 2 dozen	....	2 28
Peas, standard, per 2 dozen	....	2 28
Plums, Lombard	2 15	2 28
Peaches	....	3 21
Strawberries, 4.33; Strawberries	....	4 73
Tomatoes, standard, per case	2 15	2 60
Salmon—		
Sockeye, 1's, 4 doz. case	....	9 85
Sockeye, ½'s	....	12 35
Cohoes, 1's	....	6 00
Humpbacks, 1's	....	4 60
Fruits and Vegetables—		
Apples, fancy, box	....	2 25
Grapefruit, per crate	....	4 50
Sweet potatoes, per crate	....	4 50
Lemons	....	5 25
Oranges	3 25	4 50
Pineapples, case	....	6 50
Celery,	....	0 11
Dried Fruits—		
Currants, per lb.	....	0 08⅝
Prunes, 70-80, 25's, lb.	....	0 10½

NEW BRUNSWICK MARKETS.

By Wire.

St. John, June 3.—Quiet markets are the rule this week, with few changes of importance. Fine weather is keeping up demand for summer lines. General business is good. Sugar market is inactive, and local competition has lowered United Empire $6.50. Dealers are expecting no further change. Barrelled beef is lower at $25 to $26, demand being slack. Pure lard has slightly advanced owing to strength of hog market. It is likely an advance in smoked and cured meats will follow. Butter is easier, creamery being 29c to 31c. Supplies are better. Cheese is in better stocks, and is down slightly to 18½c to 19c. Dealers think this is only temporary. There is a demand from army posts for eggs, which are plentiful at 18½c to 19c.

Produce and Provisions—		
Bacon, breakfast, per lb.	0 20	0 23
Bacon, roll, per lb.	....	0 17
Beef, barrel	25 00	26 00
Beef, corned, 1's	2 75	3 35
Pork, American clear, per bbl.	25 00	28 75
Pork, domestic, per bbl.	25 00	27 50
Butter, dairy, per lb.	0 27	0 28
Butter, creamery, per lb.	0 29	0 31
Eggs	0 18½	0 19
Lard, compound, per lb.	0 11¼	0 11½
Lard, pure, per lb.	0 13½	0 13¾
Cheese, new	0 18½	0 19
Flour and Cereals—		
Cornmeal, gran.	....	5 75
Cornmeal, ordinary	....	1 85
Flour, Manitoba, per bbl.	....	9 05
Flour, Ontario	....	8 50
Rolled oats, per bbl.	....	7 75
Oatmeal, standard, per bbl.	....	8 25
Fresh Fruits and Vegetables—		
Lemons, Messina, box	....	7 60
Oranges, Val., case	4 00	5 50
Potatoes, bbl.	1 35	1 45
Sugar—		
Standard granulated	....	6 80
United Empire	....	6 50
Bright yellow	....	6 60
No. 1 yellow	....	6 30
Paris lumps	....	7 60
Lemons, Messina, box	....	....
Beans, hand-picked, bush.	3 45	3 50
Beans, yellow eyes, per bush.	3 50	3 60
Canned pork and beans, per case	2 60	2 90
Molasses, Barbadoes, gal.	0 39½	0 40
Cream of tartar, per lb., bulk	0 40	0 41
Currants	0 08¾	0 09
Rice, per cwt.	4 00	4 25

FISH.—Shad fishing is now proving quite profitable with local men, and dealers are finding plenty for the home market with a ready demand in the States and Upper Canada for any they wish to export.

SARDINE FACTORY TO RE-OPEN.

The Chamcook, N.B. sardine canning factory will be in operation on June 1, according to a recent report. The packing will be carried on by the Lane, Libbey Fisheries Company, Ltd., who some time ago acquired control of the plant.

TUCKETT COMPANY OFFICERS.

The following officers and directors of the Tuckett Tobacco Company, Limited, Hamilton, Ont., were elected recently:

H. B. Witton, president.

H. S. Ambrose, vice-president and general manager.

S. C. Mewburn, K.C., vice-president.

J. J. Markham, secretary-treasurer.

Directors—Hon. J. S. Hendrie, C. V. O., C. S. Wilcox, S. C. Mewburn, K.C., Charles Meredith, H. B. Witton, Sir Herbert S. Holt, C. B. Gordon, H. S. Ambrose, L. Meredith, E. H. Ambrose, J. M. Mackie, Robert Hobson.

THE FIGHT AT LIEGE.

When the Germans finally enter Belgium a native of Liege made himself obnoxious to one troop by his constant loud talk about the brave defence. Finally the commander summoned him.

"Now you've boasted about enough," he said. "We can't listen to you any longer. I'm going to give you your choice: you will be shot, or you will swear allegiance to the German Emperor."

Considerable subdued, the offender pondered. "Well," he decided, "I don't want to die, so I guess I'll swear allegiance."

And he took the oath.

"All right," said the commander, "now you are one of us. You can come and go as you like."

The man walked toward the door and was passing out when suddenly he turned. "Say," he exclaimed, "didn't those Belgiums give us a ——— of a fight?"

CAUSTIC SODA MADE IN THIS COUNTRY.

In last week's issue reference was made to the fact that the French Government had bought up practically all of the stocks of caustic soda in the United States, and that this article was used extensively in the manufacture of soap.

Additional information received shows that caustic soda is made in large quantities in Canada—in Windsor, Ont., by The Canadian Salt Co. It is interesting to note further that this company has spent more than half a million dollars in the last few years in erecting a plant for its manufacture in this country, and also of bleaching powder.

Taking these facts into consideration, it looks as if the shortage of caustic soda elsewhere would have little or no effect upon soap manufacture in this country.

The demand for it in Canada is about 20 tons a day.

Oscar B. McGlasson, of Chicago, president of the National Wholesale Grocers' Association, told the retail grocers' convention at San Francisco, that the Federal Government is rapidly drifting into socialistic ownership of big business. He criticized the parcel post as rapidly killing small merchants by creating commercial channels that lead to the large cities. He compared the national government to a retail grocer, delivering by parcel post eggs, butter, vegetables and hams from the farm to the city table.

Cut loaf, 5's	8 05
Cut loaf, 2's	8 30
Sugar, British Columbia—	
Extra standard granulated	6 95
Bar sugar, bbls.	7 10
Bar sugar, boxes	7 35
Icing sugar, bbls.	7 30
Icing sugar, boxes	7 55
B. P. lumps, 100-lb. cases	7 80
B. P. lumps, 25-lb. boxes	8 05
Yellow, in bags	8 05
Corn Syrup—	
2's, per case 2 doz.	2 73
5's, per case 1 doz.	3 13
10's, per case ½ doz.	3 01
20's, per case ¼ doz.	3 02
B. C. Cane Syrups—	
2-lb. tins, 2 doz. to case, per case	3 75
5-lb. tins, 1 doz. to case, per case	3 50
10-lb. tins, ½ doz. to case, per case	3 50
20-lb. tins, 3 tins to case, per case	3 25

(These prices prevail in Winnipeg, Calgary, Regina, Moose Jaw and Lethbridge. For Edmonton and Saskatoon they are 5c case higher.)

Molasses—	Per gal.
Barbadoes	0.53
New Orleans	0.34
Maple Syrups—	**Per case.**
Imperial quarts, case, 2 doz.	5 40
Imperial, ½ gals., 1 doz.	5 55
New, pure, ½ gal. case	9 00
New, pure, ½ gal., quarts, case 2 doz.	9 70
New, pure, quart bottles, case 2 doz.	9 75

DRIED FRUITS.—Here there have been no price changes during the week, and with the exception of apples, there is no immediate likelihood of a change. Apples should move upwards almost any time. How they are continuing to sell at the present low figures is hard to explain. Prunes will eventually ease off. Apricots will probably drop somewhat on the arrival of the new crop, but these changes are not expected before some weeks.

Apples, evaporated, new, 50's		0 08½
Apricots, choice, 25's		0 08½
Apricots, choice, 10's		0 14½
Apricots, standard, 25's		0 12
Currants—		
Dry clean		0 07¾
Washed		0 08¼
1 lb. package		0 08⅞
2 lb. package		0 17⅝
Vostizzas, bulk		0 10
Dates—		
Hallowee, loose, per lb.		0 09
Hallowee, 1 lb. pkgs.		0 07¾
Fard dates, 12-lb. boxes		1 25
Peaches—		
Standard, 25-lb. boxes		0 07¼
Choice, 25-lb. boxes		0 07½
Choice, 10-lb. boxes		0 08½
Raisins, Muscatels—		
3 crown, loose, 25's		0 09
3 crown, loose, 50's		0 08¾
Raisins, Valencias—		
Fine selected		2 50
Four crown layers, F.O.S.		2 35
Choice, seeded, lb.		0 11¼
Fancy seeded, lb.		0 11
12-oz. packages, fancy		0 08¾
12-oz. packages, choice		0 08¾
Raisins, Sultanas—		
Corinthian Giants		0 13¼
Superfine		0 12½
Finest		0 10⅞
Fine		0 10¼
Prunes, in 25-lb. boxes—		
90 to 100		0 08¼
80 to 90		0 08¾
70 to 80		0 09⅜
60 to 70		0 10
50 to 60		0 11
40 to 50		0 11⅝
Table Layer Figs—		
7-crown, 3-lb. boxes, per lb.		0 15½
5-crown, 10-lb. boxes, per lb.		0 15
5-crown, 10-lb. boxes, per lb.		0 13¾
4-crown, 10-lb. boxes, per lb.		0 13
3-crown, 10-lb. boxes, per lb.		0 12⅝
Glove boxes, per doz.		1 60
Cooking figs, taps, about 5 lbs., lb.		0 07¼
Cooking figs, choice naturals, 28-lb. bags	0 07	0 07½

RICE AND TAPIOCA.—No change whatever is noted here. Tapioca is still strong and as has been predicted, may be expected to rise to about 7c within the next few weeks.

Rice and Tapioca—		
No. 1 Japan, per lb.		0 04¾
No. 2 Japan, per lb.	0 04⅜	0 04⅝
Siam, per lb. lb.	0 03⅞	0 04
Patna, per lb.	0 07	0 07¼
Carolina, per lb.		0 08½
Sago pearl, per lb.		0 04⅝
Tapioca, pearl, per lb.	0 05¾	0 06

NUTS.—No change whatever in this market.

Nuts—		
Brazil, new stock		0 15
Tarragona almonds		0 19
Peanuts, roasted Jumbos	0 12½	0 14
Peanuts, choice		0 10
Pecans		0 22
Marbot walnuts		0 14½
Sicily filberts		0 14¾
Shelled almonds		0 41
Shelled walnuts		0 41

BEANS.—In spite of the higher prices on the Ontario market, there has been no advances in the local quotations. Beans, however, are getting scarcer every day and it is now practically sure that the supply will be exhausted before the new crop is available in November. In spite of the high prices which obtain, the local demand for beans is very heavy.

In view of the high prices which have held for this line for some little time, the farmers of Western Ontario are putting in heavy crops; but this larger supply which is almost certain to be available, will hardly have any influence on holding prices down. The only thing apparently which could bring a great reduction in bean prices, is a discontinuance of the war, and the chances of that occurring before the new crop is ready for market, seems to be slim.

Beans—		
Canadian, hand picked	3 85	3 95
Three-lb. pickers	3 55	....
California Lima Beans—		
Bag lots	....	0 08¼
Less than bag lots	....	0 08½
Barley—		
Pot, per sack, 96 lbs.	....	3 30
Pearl, per sack, 98 lbs.	....	4 30
Peas—		
Split peas, sack, 98 lbs.	....	6 00
Sack, 40's	....	3 02
Whole peas, bushel	....	2 90

WINNIPEG.

FISH.—Stock from the lakes is now coming in plentifully. There has, however, been no change in price as yet, and there will not likely be before June 1, at which time Lake Winnipeg stock will likely be received. This will probably open at the following quotations: Whitefish, 9c; pickerel, 8c; gold eyes, 4c; Jackfish, 5c. Business past week has been rather light.

Fish—		
New fresh jackfish		0 05
Fresh whitefish		0 10
Fresh pickerel		0 09
Fresh trout		0 12
Gold eyes		0 03½
Halibut		0 09
Salmon		0 16
Fresh cod		0 10
Haddies		0 09
Haddies, fillets		0 12¼
Bloaters, box		1 50
Kippers, per box		1 75

BRITISH COLUMBIA MARKETS.

By Wire.

Vancouver, B.C., June 3.—Better weather is stimulating trade. Provincial strawberries are arriving in large quantities and in superior quality to imported. Crop is but 60 per cent. of the average. New Zealand butter is a cent higher. Local millers have reduced flour 40c per barrel during the week, best patents being $8.15.

PRODUCE AND PROVISIONS.

Butter, creamery, per lb.		0 35
New Zealand cubes		0 36½
New Zealand brick		0 37
Cheese, per lb., large		0 21
EGGS—		
Local fresh		26 c
Extra selected		21 c
Vancouver Island		26 c
Lard, 3's, per case		8 75
Lard, 5's, per case		8 65
Lard, 10's, per case		8 60
Lard, 20's, each		3 05

GENERAL.

Almonds, shelled, lb.	0 45
Beans, Ontario, per lb.	06¼c
Beans, Lytton	06¾c
Cream of tartar, lb.	50 c
Cocoanut, lb.	18½c
Cornmeal, bail	$3 00
Evap. Apples, 50's	08¾c
Flour, 49's, bbl.	8 15
Lemons, box	3 75 4 25
Potatoes, per ton	20 00
Rolled Oats, bail of 80 lbs.	3 85
Onions, lb.	02¼c
Oranges, box	2 75 3 00
Rice, 50's, sack	1 90
Sugar, standard, gran., per cwt	7 44
Sugar, yellow, per cwt.	6 70
Walnuts, shelled, lb., 40c; Almonds	42 c

CANNED GOODS.

Apples, gals. 6|case	$1 62
Beans, 2's	2 05
Corn, standard, per 2 dozen case	2 10
Peas, standard, per 2 dozen case	2 05
Plums, Lombard, 2's, case	1 90
Peaches, 2½'s, case	4 50
Strawberries and raspberries, 2's, case	4 80
Tomatoes, standard, per dozen, case	2 20

SALMON.

Sockeye, 1's, 4 doz. case	$9 00
Sockeye, ½'s, 8 doz. case	10 75
Cohoes, 1's, 4 doz. case	4 75
Humpbacks, 1's, 4 doz. case	4 00

DRIED FRUITS.

Apricots, per lb., 13½c; Apples, lb.	08¾c
Currants, per lb., 08½c; Raisins, seeded, lb.	10 c
Prunes, 70-80, 25's, lb.	08¾c
Peaches, per lb.	07 c
White Figs, per lb.	06 c

ALBERTA MARKETS.

By Wire.

Edmonton, June 3.—No. 1 patent flour has declined. Other than local millers here say they don't think wheat market justifies a change. Market is flooded in produce, butter and eggs sales being slow and prices low. Canned vegetables are selling better than at any previous time this year. California imported fruits are slow. New Hood River strawberries are on sale, and are of excellent quality at moderate prices. Cheese, new, is up to 20c to 21c; no old being offered. Creamery butter is down to 30c; dairy No. 1 being 20c, No. 2 18c, and No. 3 16c. Flour is down to $3.85 to $4.

Produce and Provisions—		
Cheese, per lb., old		0 21½
Cheese, new, lb.	0 20	0 21
Butter, creamery, per lb.		0 30
Butter, dairy, No. 1, 20c; No. 2, 18c; No. 3		0 16
Lard, pure, 3's, per case		9 00
Lard, pure, 5's, per case		8 95
Lard, 10's, per case		8 90
Lard, pure, 20's, each		2 93
General—		
Beans, Ontario, per bushel	3 75	3 90
Beans, Japan, per bush.	3 90	4 15
Coffee, whole roasted, Rio		0 16
Evaporated apples, 60's	0 09	0 09½
Potatoes, per bush.	0 65	0 70
Rolled oats, 20's, 93c; 40's		1 83
Rolled oats, bail, $4; 80's		3 60
Flour, 98's	3 85	4 00
Rice, per cwt.		3 85
Sugar, standard gran., per cwt.	7 55	7 65
Sugar, yellow, per cwt.		7 15
Canned Goods—		
Apples, gals., case		1 50
Corn, standard, per two dozen	2 00	2 10
Peas, standard, 2 dozen		2 10
Plums, Lombard		2 20
Peaches		3 25
Strawberries, $4.15; raspberries		4 00
Tomatoes, standard, per dozen		2 50
Salmon, sockeye, 4 doz. talls, case, 1s		7 50
Cohoes, 1's, $5.75; humpbacks, 1's		4 35
Fruits—		
Lemons		4 50

SASKATCHEWAN MARKETS.

Regina, Sask., June 3.—According to last report issued by the Saskatchewan Department of Agriculture, "the crops are making fairly good progress" throughout the province. There has been a slight frost, but it has not resulted seriously. Wheat on summer fallow

TEAS.—The London Indian sale two days ago displayed a market tendency strong and upwards. The following day the Ceylon sale registered an advance of from a farthing to a halfpenny. With this news we think we may confidently predict the same or higher prices for some time to come. If there were going to be lower prices they would have probably come this week, inasmuch as there have been no auctions for several days, and that has meant considerable buying, which, in the ordinary course of things. would be inclined to be a bear factor. There was a demand for something like sixty thousand chests of tea at this auction—our figure is approximate—and if anything would prove an influence towards lower levels surely this would. Nevertheless, teas are higher. The Russian buying is still proving an important factor, and, in addition, it is said that tea drinking is being indulged in by the French soldiers to an unprecedented extent. There are no further advances to record in this market, though it would appear from present market tendencies that further advances would be justified and are not improbable.

DRIED FRUITS.—Evaporated apples, spot, stocks of which are low, are up half a cent from our last week's figures, and we quote 8½c to 9c. All currants are firm and half a cent higher. Crop is said to be cleaned up abroad, and the situation in the primary market is strong. Moreover, it is rumored that the growing crop in Greece is being neglected. Spot stocks here are very low, and currants at the figures we quote are a wise buy. All seedless raisins are sold up pretty well. Indeed, most raisins are cleaned up, and our quotations are very firm. In some cases we are below some figures which sellers are asking. Prunes are easy and dull, and even dealing in futures has simmered down. Spot stuff is chiefly conspicuous by its absence. There is no change in the peach situation, and dates are easy at last week's levels.

Apricots—		
Standard, 25 lb. boxes	0 13	0 14
Choice, 25 lb. boxes	0 14	0 14½
Apples, evaporated, per lb.	0 08	0 08½
Candied Peels—		
Lemon	0 13	0 14
Orange	0 13	0 14
Citron	0 19	0 22
Currants—		
Filiatras, per lb.	0 08	0 08½
Amalas, choicest, per lb.	0 08½	0 08¾
Patras, per lb.	0 08¾	0 09
Vostizzas, choice	0 10	0 10½
Cleaned, ½ cent more.		
Dates—		
Fards, choicest, 12-lb. boxes	0 09½	0 10
Fards, choicest, 60-lb. boxes	0 09	0 09½
Package dates	0 06	0 08½
Hallowees	0 07¼	0 07¾
Prunes—		
30-40s, California, 25 lb. boxes	0 14½	0 15
40-50s, 25 lb. boxes	0 12½	0 13½
50-60s, 25 lb. boxes	0 12	0 12½
60-70s, 50 lb. boxes	0 10½	0 11½
70-80s, 50 lb. boxes	0 09	0 09½
80-90s, 50 lb. boxes	0 08	0 09
90-100s, 50 lb. boxes	0 07½	0 08
25 lb. boxes, ½c more.		
Peaches—		
Choice, 50 lb. boxes	0 07	0 07½
25 lb. boxes, ¼c more.		
Raisins—		
Sultanas, choice, new	0 12	0 13
Sultanas, fancy, new	0 14	0 16
Valencia	0 10	0 10½
Seeded, fancy, 1 lb. packets	....	0 10½
Seeded, choice, 1 lb. packets	0 09¾	0 10¼
Seeded, choice, 12 oz.	....	0 08
Seedless, 16 oz. packets	0 10½	0 11
Seedless, 12 oz. packets	....	0 10

NUTS.—There is some activity in shelled walnuts and almonds. There are a few shelled walnuts worth 34c, and we leave this lower figure in. For the most part, however, 38c is nearer the mark. Shelled walnuts are now worth 36c or 37c, and those at three or four cents under the lower of these prices have disappeared. Situation is quite strong. Buying is going along steadily all season, and, though demand from consumer would not warrant at this time big buying on part of the retailer, still the latter has his storage stocks to look after and is buying therefor.

	Per lb.	
In Shell—		
Almonds, Tarragona	0 17½	0 18
Brazils, medium, new	0 10	0 11
Brazils, large, washed, new	0 12	0 13
Chestnuts, peck	1 75	2 00
Filberts, Sicily, new	0 13	0 14
Peanuts, Jumbos, roasted	0 12½	0 13½
Peanuts, hand-picked, roasted	0 11	0 11½
Peanuts, fancy, roasted	0 09	0 10
Pecans	0 17	0 18
Walnuts, Grenoble	....	0 18
Walnuts, Bordeaux	0 11	0 12
Walnuts, Marbots	0 13	0 14
Shelled—		
Almonds	0 36	0 37
Filberts	....	0 35
Peanuts	0 11	0 11½
Pecans	0 55	0 60
Walnuts	0 37	0 38

COFFEE.—There is nothing new in this market, and demand, according to the increase in call for summer drinks, is falling off. Situation is easy in primary markets, and business is comparatively small. There are no price changes. Santos and Rios are getting fair demand.

Coffee—		
Standard Old Govt. Java	0 36	0 38
Plantation Ceylon	0 32	0 34
Java	0 35	0 40
Arabian Mocha	0 34	0 37
Guatemala	....	0 30
Bucramanga	0 30	0 32
Mexican	0 30	0 32
Maricaibo	0 26	0 28
Jamaica	0 24	0 26
Santos	0 19	0 22
Rio	0 16	0 18
Chicory	....	0 14

SPICES.—Peppers, black and white, continue firm and high. Demand is unabated and spot stocks are small. Moreover, nobody seems to have an abundance in New York. As soon as a consignment gets that far it is eagerly snapped up, and buyers' requirements are never provided for to date. Lack of bottoms to bring the stuff across is getting to be a serious matter. Cream of tartar is in fair demand. Pure spices, in most cases, are somewhat easier, and there is a fairly brisk demand.

Spices—	Compound, per lb.	Pure, per lb.
Allspices, ground	....—0 10	....—0 15
Allspices, whole	....—....	....—0 15
Cassia, whole	....—....	0 21—0 23
Cassia, ground	0 14—0 16	0 21—0 26
Cinnamon, Batavia	....—....	0 27—0 29
Cloves, whole	....—....	0 28—0 33
Cloves, ground	0 18—0 22	0 28—0 35
Cream of tartar	0 25—0 35	0 40—0 45
Curry powder	....—....	....—0 26
Ginger, Cochin	0 15—0 17	0 17—0 19
Ginger, Jamaica, ground	0 18—0 21	0 23—0 25
Ginger, Jamaica, whole	....—....	0 25—0 28
Ginger, African, ground	....—....	0 14—0 18
Mace	....—....	0 80—1 05
Nutmegs, brown, 64s, 52c; 80s, 42c; 100s	....—....	....—0 30
Nutmegs, ground, bulk, 45c; 1 lb. tins	....—....	....—0 50
Pastry spice	....—....	0 22—0 25
Peppers, black, ground	0 14—0 18	0 19—0 24
Peppers, black, whole	....—....	0 20—0 22
Peppers, white, ground	0 19—0 24	0 32—0 36
Peppers, white, whole	....—....	0 30—0 33
Pickling spice	....—....	....—0 15
Turmeric	....—....	0 18—0 20

RICE AND TAPIOCA.—There is little change in the rice market, except it be that nobody seems to be importing as much this year, possibly because there is no certainty of delivery, owing to lack or exorbitant cost of freights. Demand is consistently good, and prices are quite firm. Tapioca, strong for some weeks now, is advancing, and we shorten our range of prices accordingly. Pearl and seed are both worth 7c to 7½c.

Rice—		
Rangoon "B," per cwt.	....	3 48
Rangoon, per cwt.	3 50	4 00
Rangoon, fancy, per cwt.	....	5 00
Patna, fancy	0 07½	0 09
Tapioca—		
Pearl, per lb.	0 07	0 07½
Seed, per lb.	0 07	0 07½
Sago, brown, per lb.	....	0 05½

MANITOBA MARKETS.

Winnipeg, June 3.—In the last week or two a great improvement in the general tone of business has been noted. From the country better orders than for some time are being received. It is evident that dealers there are becoming confident of good summer and fall business. As far as Manitoba is concerned, rain is needed—in some places badly—still a delay of a week or two before this comes will not mean any great set-back. Alberta and Saskatchewan have received a number of rains, and from those provinces conditions are reported as splendid.

Perhaps none are in a position to have a better idea of the crop prospects than are the men in the Grain Exchange. Practically all these men look for a splendid yield this year. One, who has been on the Exchange for many years, this week supported the opinion of those who predicted a three hundred million bushel crop. He says that never since 1895 has the crop gone in under such favorable conditions, and that never since that year has there been such a favorable spring. With one good general rain in June, this man claims, a reverse is almost impossible.

SUGAR.—During the week there has come an advance of 5c per bag in sugar. The market is generally strong, and at this advanced price, is apparently below what market conditions warrant. Further advances, therefore, may be looked for. The raw market is firm. New York's are advancing and there seems nothing for it but higher local prices.

	Per cwt. in sacks.
Sugar, Eastern—	
Standard granulated	7 00
Extra ground or icing, boxes	7 85
Extra ground or icing, bbls.	7 65
Powdered, boxes	7 65
Powdered, bbls.	7 45
Hard lump (100-lb. cases)	7 95
Montreal, yellow, bags	6 60
Sugar, Western Ontario—	
Sacks, per 100 lbs.	7 00
Halves, 50 lbs., per cwt.	7 10
Bales, 20 lbs., per cwt.	7 15
Powdered, 50s	7 40
Powdered, 25s	7 75
Icing, barrels	7 70
Icing, 50s	7 95
Icing, 25s	8 00
Cut loaf, barrels	7 80

Cherries Here; Salad Vegetables Selling

California Cherries on Both Markets at Reasonable Prices — Asparagus Higher in Montreal— Potatoes Easier and Lower—New Carrots in Demand—All Salad Vegetables Getting Good Business—Strawberries Firmer.

MONTREAL.

FRUIT.—California cherries came on to the market this week at a reduction over last week, the price now being $2 per box. Late Valencias are now being offered in sizes from 126 to 250, at $4 per box. California seedlings are quoted at the same prices. Navels are not being shipped as they will not keep. A decline occurred in strawberries, which are offered now at 15c per quart. Despite the entry of Italy into the war, no advance has taken place in the price of Messina lemons. Quotations are from 3.25 to 3.50 for 33 size, according to quality. Grapefruit is inclined to be scarce, and price is firm at $4. Pineapples remain at last week prices, $2.25 to $2.50.

Apples—		
Ben Davis, No. 1, bbl.	....	5 00
Spies, No. 1, bbl.	....	6 50
Bananas, crate	....	2 25
Cocoanuts, sack	....	4 00
Grapefruits, case	....	4 00
Grapes, Belgium hothouse, lb.	....	1 00
Lemons—		
Messina, Verdelli, extra fancy, 300 size	3 25	3 50
Limes, box	....	1 50
Oranges—		
Valencias, Cal., late, 126-250	....	4 00
Cal., Seedlings, 96-126-150-176-200-216-250-288-324	3 50	3 75
Sorrento, 200-300 size box	....	3 25
Mexican, 126-150-176	....	3 25
Pineapples, 18-24 and 30-36	2 25	2 50
Strawberries, per qt. cup	....	0 15
Cherries, California, box	....	2 00

VEGETABLES.—The cold weather of last week played havoc with asparagus in Quebec Province, and prices have advanced to $3 per dozen bunches. Warmer weather this week may soon have the opposite effect on prices. Smaller size bunches are selling for a dollar. New beans, wax and green, have dropped again, and are now selling for $3 basket. These are not the very best quality, but it is good. New cabbage is now down to 2.25, but large ones are bringing $3 per bbl. New carrots are down to 90c per doz. bunches. Old carrots remain at $1 per bag. The best cauliflowers are bringing $3 per doz., but poorer ones are bringing $2, bits of things selling as low as $1 per doz. Cheaper cucumbers are on the market, selling for 2.50 to 2.75 per basket, and are good quality. Washed celery is quoted 1.25 per doz. bunches. No good Canadian horse radish being offered; good quality stuff costs around 15c per lb. Best curly lettuce is selling for 1.50 per crate of three to four dozen; poorer stuff selling for $1 and as low as 75c. Mushrooms are higher—2.50 basket. White Texas onions offered at 2.25 crate, and Bermudas at 1.75. They are asking 7.40 this week for new potatoes, and 5½c per lb. There have been no good sweet potatoes on the market for some time; they are inclined to rot unless specially ordered. A big drop took place in radishes owing to bigger receipts, to-day's price being 15c doz., while some are selling as low as 5c. A further drop in rhubarb to 15-20c per doz. Some good stuff is being offered—much better than that at 1.50, and the demand is big. Spinach is not arriving in bbls. from New York, but in boxes, grown in Canada; quotations, 75c to $1 per box. It will be much cheaper if the warm weather keeps on. White turnips are coming in from New York, but are risky. Tomatoes still quoted at 3.50 to 4.00 for best, although there might be some at $3. They are all Floridas.

Asparagus, Canadian, doz. bunches	2 50	3 00
Beets, new, doz. bunches	....	1 30
Beets, bag	....	0 25
Beans, wax, basket	....	3 00
Beans, green, basket	....	3 00
Cabbage, new, bbl.	....	2 25
Carrots, bag	....	1 00
Carrots, new, doz.	....	0 90
Cauliflower, Canadian, doz.	1 00	3 00
Cucumbers, fancy, basket 6 doz.	....	3 00
Celery, Florida, crate	2 50	2 75
Celery, washed, doz.	....	1 25
Horseradish, Canadian, lb.	0 10	0 15
Head lettuce, per box, 2 doz.	0 75	1 50
Curly lettuce, per box, 3 to 4 doz.	1 50	1 75
Mushrooms, 4 lbs., basket	....	2 50
Onions—		
Bermuda, 50-lb. crate	....	2 50
White, Texas, crate	....	2 25
Parsnips, new, bunch	....	0 25
Parsley, Canadian, doz. bunches	....	0 35
Peppers, green, 3½-qt. basket	....	0 75
Potatoes—		
Montreal, bag	....	0 55
Green Mountain	....	0 65
New, bbl.	....	7 00
Potatoes, sweet, Jersey, hpr.	....	2 75
Radishes, doz.	0 05	0 15
Rhubarb, hothouse, doz.	0 15	0 20
Spinach, Canadian, box	0 75	1 00
Turnips, bag	....	0 75
Tomatoes, Florida, crate	3 00	4 00
Watercress, Canadian, doz.	....	0 30

TORONTO.

FRUIT.—There are very few if any apples left. A barrel here and there appears but you can't quote a price on them. Lemons have stiffened and we advance our level fifty cents to $4 as top price. Navels and late Valencias are quoted at the same figure and there is big business in both. Strawberries are up to 17 cents as outside price. They are better berries than have been coming heretofore, and there is an unprecedented demand the last two or three days. No pint boxes remain; quarts command the quotations we mention. A day or two of rain stops picking, and consequently shipping, and when shippers do rush some forward after the stoppage the price naturally heightens. California cherries are now with us, and the first lot is selling well. We quote $2.75 to $3. Pines are firm at $2.50 to $3. Bananas are in ever-increasing demand and price is firmer, though not actually higher, than our last quotation. Grape fruit is done. Business over May 24th was good; one dealer declares "better than in years," and it was certainly better, by all accounts, than was expected.

Apples—		
Spies	4 50	5 50
Spies, box	1 75	2 00
Bananas, per bunch	1 50	2 25
Cocoanuts, sack	4 00	4 25
California cherries, box	2 75	3 00
Oranges—		
California navels	3 00	4 00
Lemons, Messinas	3 25	3 50
Lemons, California	....	3 50
Limes, per 100	....	1 60
Pears—		
California, box	....	3 25
Pineapples, Porto Rico, case	2 50	3 00
Strawberries, qt. box	....	0 15

VEGETABLES.—Potatoes all round are easier by about a nickel. We quote Delawares at 60 to 65 cents, and Canadians at 60 cents straight. We hear of some going under that. On the other hand foreign new potatoes are still high and there is a big demand to keep the price up where it is. We quote Bermudas at $7.75 to $8.25 a barrel. Floridas sold in hampers now, are worth $2.25 to $2.50. Hotel buying of these new potatoes is big and continuous. Bag carrots have an average sale, are very scarce anyway, but new carrots at $1.50 to $1.75 are getting big business. New beets from Mississippi at $1.25 to $1.50 a hamper, are in and moving well. Hothouse cucumbers are down a quarter a

(Continued on page 45.)

Mackerel Selling Well; Trout May Advance

Bloater-Mackerel Enjoys Good Business at Moderate Price — Catch of Trout Going Off and Quotations May Be Advanced—Haddock and Cod Lower in Montreal—Frogs' Legs Coming Better in the East—Holiday Trade Was Good.

MONTREAL.

FISH AND OYSTERS.—Trade has been active during past week, and prospects are for a good trade all this summer in fresh fish particularly. The high price of meat is a good deal responsible for this, and the consuming classes are appreciating more the food value of fish. For this week, nearly every line available will be in good supply. Salmon, both east and west, particularly in the east which was expected to be in good supply, might fall short a little. The price of halibut is being maintained, with slight tendency to advance. Fishing of halibut up to present has not been up to average, and hardly any stock has been frozen. This gave the producers a reason to look forward to higher prices. Haddock and codfish are plentiful, and prices lower. North-east storms still prevailing in some parts of the eastern coast, have reduced the supply of lobsters considerably, and as a natural consequence prices have gone up two cents per lb. on live, to 18c. The first mackerel of the season will be offered to the trade this week. There is always a rush for the first mackerel available. Large ones will be offered at 21-23c apiece, and medium at 16-18c. Lake fish are fairly abundant if we except pickerel or dore. The price of the latter is bound to advance. Frogs legs up to now have been scarce on account of unseasonably cool weather, but with the advancing of the season, a better supply is expected. Up to the present the few available have been offered at the comparatively high price of 50c for large, and 20c for medium. These are likely to drop to 40c and 10-15c. In all other lines trade is favorable, and prices steady.

TORONTO.

FISH AND OYSTERS. — Bloater mackerel is coming along in great shape now, and has taken the lead with whitefish and trout. Mackerel — it comes from Halifax—is worth 12 cents. There is a big consumer demand for this popular fish, and it will pay to feature it. The situation in trout is firmer, and prices may advance very shortly. Fish men are getting rid of the glut there was in this fish, and the catch is going off. Our price of 12 cents is all right for this week, but it may be altered in a few days. Whitefish is very popular. There is a lot of this being eaten, but of course so far supplies are limitless, and price is easy at 9 cents. Eels at eight cents are getting good business. Salmon is worth 20 cents, same price as quoted in Montreal. Little or no eastern salmon is visible here yet. Lobster at 30 cents is a good buy and there is a big demand. This is just as well; there's lots to sell. Clams and little necks are the only thing in shell fish, pretty well, getting the business and there is good business in both of them, the former at $8 a barrel, and the latter at $1.25 a hundred. Frogs legs which were in big demand a week ago are easier now. There is an ever-increasing call for these, however, and the class that buys becomes more universal each season. Herrings, ciscoes and other smoked lines are selling as usual. Flounders move briskly at 9 cents. Trade was good over the holiday. From now on there is a lot of fish sold in this market. Orders, incidentally, are noticeably bigger. Hand-to-mouth buying is gradually giving way to better-sized orders, and nobody is weeping over it.

SMOKED FISH.

	Montreal	Toronto
Haddies, per lb., new cured	.07½-.08	.08-.09
Haddies, 15-lb. and 30-lb. boxes, lb..	.07-.07½	.10-.12
Haddies, fillets, per lb.	.10	.12
Haddies, Niobe, boneless, per lb.	.08½	...
Herring, Ciscoes, per lb.	.10	.10
St. John bloaters, 100 in box	1.10	1.20
Yarmouth bloaters, 60 in box	1.20	1.27
Smoked herrings, medium, box	.20	...
Smoked boneless herrings, 10-lb. box	1.10	...
Kippered herrings, selected, 60 in box	1.50	1.25-1.60
Smoked salmon, per lb.	.25	.23
Smoked halibut	...	.20

FROZEN FISH—SEA FISH.

	Montreal	Toronto
Salmon—		
Gaspe, large, per lb.	.15	.21
Red, steel heads, per lb.	.12	.12-.13
Red, sockeyes, per lb.	.12	.10
Red, Cohoes or silvers, per lb.	.08-.08½	.10
Pale qualla, dressed, per lb.	.07-.07½	.07½-.08
Pale, qualla, dressed, per lb.	.08-.08½	.10
Halibut, white western, large and medium, per lb.	.08½-.09	.09
Halibut eastern, chicken, per lb.	.09-.09½	.09
Mackerel, bloater, per lb.	.07½-.08	.09
Haddock, medium and large, lb.	.03½-.04	.10-.12
Market codfish, per lb.	.03½	.04
Steak codfish, per lb.	.04-.04½	.10
Canadian soles, per lb.	.06	....
Blue fish, per lb.	.15-.16	...
Smelts	.09	.18-.20
Herrings, per 100 count	3 00	...
Round pike	.05-.05½	...
Grass pike	.06	.06½

DRIED AND PREPARED FISH.

Dried codfish, medium and small, 100 lb.	7 00	7 50
Dried hake, medium and large, 100 lb.	6 00	....
Dried pollock, medium and large, 100 lb.	6 00	....
Dressed or skinless codfish, 100-lb. case.	7 25	8 00
Boneless codfish, 2-lb. blocks, 20-lb. bxs., per lb.	0 08	0 08
Boneless codfish, 2-lb. blocks, 20-lb. bxs., per lb.	0 07	0 07
Boneless codfish, strips, 20-lb. boxes	0 12	0 10
Shredded codfish, 12-lb. boxes, 24 cartons, a box	1 80	1 80
Boneless codfish, in 2-lb. and 3-lb. boxes	0 15	0 15

BULK OYSTERS, CLAMS, ETC.

Standard, solid meats, gal.	1 80	....
Standard, bulk, gal.	1 50	1 40
Selects, per gal., solid meat	2 00	2 50
Best clams, imp. gallon	1 50	....
Best scollops, imp. gallon	2 00	2 25
Best prawns, imp. gallon	2 25	....
Best shrimps, imp. gallon	2 25	....
Sealed, best standards, qt. cans, each.	0 40	....
Sealed, best select, quart cans, each	0 50	....

CLAMS, MUSSELS AND SHELL FISH, CRUSTACEANS, ETC.

Cape Cod shell oysters, per bbl.	11 00	....
Canadian cultivated oysters, bbl.	8 00	10 00
Clams, per bbl.	6 00	8 00
Live lobsters, small, lb.	0 14	0 30
Live lobsters, medium and large, lb.	0 17	....
Little necks, per 100	1 25	1 25

FRESH SEA FISH.

	Montreal	Toronto
Halibut	11 —12	0 12
Haddock, fancy, express, lb.	4 — 4½	7—8
Mackerel, each	18 —23	0 12
Steak, cod, fancy express, lb.	5½— 6	7—9
Herrings, Gaspereaux	2	....
Flounders	5	0 09
Salmon, Western	0 20	0 20
Salmon, Eastern	0 25	....

FRESH LAKE FISH.

Carp, lb.	0 06	....
Pike, lb.	0 07	0 10
Brook Trout	0 24	0 28
Perch, lb.	0 06	0 10
Suckers, lb.	0 05	0 07
Whitefish, lb.	0 12	0 15
Herrings, lb.	0 04	0 08
Lake trout, lb.	0 12	0 10
Dressed bullheads	0 12	....
Eels, lb.	0 10	0 08

FROZEN—LAKE AND RIVER.

White fish, large, per lb.	.08½-.09	.09
White fish, small tulibees, per lb.	.05½-.06	.07
Lake trout, large and medium, lb.	.09	.12
Dore, dress or round, lb.	.08	.09-.10
Pike, dressed and headless, lb.	.06 -.06½	.07
Pike, round, per lb.	.05½-.06	.06-.07

PICKLED FISH.

Salmon, Labrador, tierces, 300 lb.	20 00	....
Salmon, Labrador, bbls., 200 lbs.	14 00	....
Salmon, Labrador, half bbls., 100 lbs.	7 50	....
Salmon, B.C., bbls.	13 00	14 00
Sea trout, Baffin's Bay, bbls., 200 lbs.	12 00	....
Sea trout, Labrador, bbls., 200 lbs.	12 00	....
Sea trout, Labrador, half bbls., 200 lbs.	6 50	6 50
Mackerel, N.S., bbls., 200 lbs.	12 00	....
Mackerel, N.S., half bbls., 100 lbs.	7 00	....
Mackerel, N.S., pails, 20 lbs.	1 75	2 00
Herrings, Labrador, bbls.	6 00	6 25
Herrings, Labrador, half, bbls.	3 25	3 25
Lake trout, 100-lb. kegs	6 00	6 00
Quebec sardines, bbls.	6 00	....
Quebec sardines, half bbls.	3 50	....
Tongues and sounds, per lb.	0 07½	....
Scotch herrings, imported, half bbls.	8 00	....
Holland herrings, imp'td milkers, hf bbls	8 00	....
Holland herrings, imp'ted milkers, kegs	0 95	0 75—1 00
Holland herrings, mixed, half bbls.	7 00	....
Holland herrings, mixed, kegs	0 85	0 70—0 95
Lochfyne herrings, box	1 35	....
Turbot, bbl.	14 00	....
Green cod, No. 1, bbl.	10 00	10 00
Green cod, No. 2, bbl.	8 50	8 50

Butter Lower: Cheese Unchanged

Big Make of Butter Sends Price Down—Not So in Case of Cheese—Big Governmental Demand From Britain—Eggs Slightly Easier; Storage Lets Up — "Broilers" Lower After Holidays.

MONTREAL.

PROVISIONS.—The hog market experienced a further advance last week, 9.90 being paid in Toronto. There is such a heavy demand for pork products from Great Britain that it does not pay packers to market the various cuts for Canadian trade at present prices; it is expected there will be higher prices on all lines of smoked meats. Owing to the warm weather, there is a better demand for cooked and jellied meats, and prices are a shade higher. Canadian lard for a number of months past, has been below the import Chicago price, and an advance is looked for.

Hams—	
Small, per lb.	0 19
Medium, per lb.	0 18½
Large, per lb.	0 17
Backs—	
Plain, bone in	0 23
Boneless	0 25
Peameal	0 25
Bacon—	
Breakfast, per lb.	0 22
Roll	0 17
Shoulders, bone in	0 15
Shoulders, boneless	0 16
Cooked Meats—	
Hams, boiled, per lb.	0 27
Hams, roast, per lb.	0 26
Shoulders, boiled	0 25
Shoulders, roasted	0 26
Dry Salt Meats—	
Long clear bacon, 50-70 lbs.	0 15¼
Long clear bacon, 80-100 lbs.	0 14½
Flanks, bone in, not smoked	0 15½
Barrelled Pork—	Per bbl.
Heavy short cut mess	26 00
Heavy short cut clear	26 00
Clear fat backs	29 00
Clear pork	27 00
Lard, Pure—	
Tierces, 350 lbs. net	0 12¾
Tubs, 50 lbs., net	0 13½
Boxes, 50 lbs., net	13
Pails, wood, 20 lbs., gross	0 13¼
Pails, tin, 20 lbs. gross	0 13¼
Cases, 10 lbs., tins, 60 in case	0 13½
Cases, 3 and 5-lb. tins, 60 in case	0 14¾
Bricks, 1 lb. each	0 15¼
Lard, Compound—	
Tierces, 375 lbs., net	0 09¾ 0 10
Tubs, 50 lbs., net	0 10½
Boxes, 50 lbs., net	0 10¼
Pails, wood, 20 lbs., net	0 10¾
Pails, tin, 20 lbs., gross	0 10¾
Cases, 10-lb. tins, 60 in case	0 11½
Cases, 3 and 5-lb. tins, 60 in case	0 11½
Bricks, 1 lb., each	0 12½
Hogs—	
Dressed, abattoir killed	13 75 14 25

BUTTER.—Supplies coming forward are larger than were expected, considering the large amount of cheese being made. As a result, prices have dropped. Stocks are accumulating on spot, and further declines are expected. An important fact is that creameries which formerly shipped cream to the States, are now making butter. This means an increased production for June. There is practically no demand from outside points, as they are well supplied, and there is no demand from Western Canada, as the price in Alberta is only 26c. For speculating purposes it will be necessary for butter to drop to 25c, and indications are that the market will be there before long. At this time last year, the price was 23½c. Our quotation for finest creamery has been dropped to 29c. but lower quotations are likely by end of week.

Butter—	
Finest creamery	0 29
Dairy prints	0 24
Dairy, solids	0 23
Separator prints	0 23
Bakers'	0 21

CHEESE.—Some idea of the amount of cheese being made can be gathered from the fact that total receipts since May 1 were 187,235 boxes, whereas during the corresponding period last year, the receipts were 71,289 boxes. Nevertheless our cheese quotations remain same as a week ago. Several exporters were interviewed as to possibility of lower prices in the near future, and consensus of opinion was that "it is uncertain." Market during whole of last week was up and down, and the feeling, if anything, is now stronger.

Cheese—	
Old make	0 22
New make	0 20
Old specials, per lb.	0 22
Stilton	0 21

EGGS.—Receipts for the past week were considerably lower than for same period last year, but as a good many storage operators are now through for the season, there will be a surplus for local requirements from now on. Eggs are coming in pretty freely from New Brunswick and Eastern provinces. There are no changes in quotations, and price to stores in Eastern Ontario is 18c on a basis of "loss off." The quality of eggs for past week was still good owing to the cool weather. Demand in the city is fair.

Eggs, case lots—	
Stamped	0 24
Selects	0 23
No. 1's	0 22

HONEY.—As this is a period between seasons, difficulty is experienced in giving any standard quotations on honey.

Honey—	
Buckwheat, in bbls.	0 08½
Buckwheat, 60 lb. tins	0 09
Buckwheat, 10 lb. tins	0 10
White clover, bbl.	0 11½
White clover, large tins	0 12
White clover, small tins	0 12

POULTRY.—A supply of ducklings is expected next week. The demand for live fowl is very light just now, but prices remain about the same—16-18c. American green duck, which was quoted at 22c last week, is now offered at 25c. There is a fair demand for live turkeys, quoted at 16-17c. Frozen stock chiefly is selling, but business as a whole is quiet.

Poultry—		
Frozen stock—		
Fowl, 5 lbs. and over	0 18	0 20
Fowl, small	0 13	0 16
Turkeys, fancy	0 20	0 25
Ducks	0 16	0 18
Geese	0 13	0 15
Pigeons, pair	0 30	0 35
Fresh stock—		
Fowl, dressed	0 18	0 20
Spring broilers, dressed, pair	1 00	1 25
Squabs, pair	0 50	0 60
Live stock—		
Fowl, 5 lbs. and over		0 17
Fowl, small		0 17
Turkeys	0 16	0 17
Ducks	0 20	0 22
Geese	0 09	0 10

TORONTO.

PROVISIONS.—The slight firming up in hams and bacon last week has been compensated for by a decline this last day or two of half a cent in hams, and a cent or so in bacons. Long clear bacon is slightly lower too. Demand has fallen off a little for the time being. Lard, too, is easier and we quote a cent or one lower than last week.

Hams—		
Light, per lb.	0 18	0 18½
Medium, per lb.	0 17	0 17½
Large, per lb.	0 14½	0 15
Backs—		
Plain, per lb.	0 20	0 21
Boneless, per lb.	0 23	0 24
Pea meal, per lb.	0 25	0 25
Bacon—		
Breakfast, per lb.	0 18	0 22
Roll, per lb.	0 14	0 15
Shoulders, per lb.	0 14	0 14½
Pickled meats—1c less than smoked.		
Dry Salt Meats—		
Long clear bacon, light	0 13¼	0 14
Cooked Meats—		
Hams, boiled, per lb.	0 24	0 25
Hams, roast, per lb.	0 25	0 26
Shoulders, boiled, per lb.	0 22	0 23
Shoulders, roast, per lb.	0 22	0 23
Barrelled Pork—		
Heavy mess pork, per bbl.	25 00	26 00
Short cut, per bbl.	26 00	27 00
Lard, Pure—		
Tierces, 400 lbs., per lb.	0 12	0 12½
Tubs, 60 lbs.	0 11¾	0 13
Pails	0 12	0 12½
Tins, 3 and 5 lbs., per lb.	0 12¾	0 13
Bricks, 1 lb., per lb.	0 13¾	0 14
Lard, Compound—		
Tierces, 400 lbs., per lb.	0 09	0 09¼
Tubs, 50 lbs., per lb.	0 09¾	0 10

Pails, 20 lbs., per lb.	0 10	0 10¼
Hogs—		
Dressed, per cwt.	13 00	13 50

BUTTER.—This has been the weak spot on the produce market so far this week. Deliveries are getting heavier and heavier and stocks are accumulating. Some sellers have stock on hand that they have to get rid of; it isn't fit for storing and until the trade absorbs this the market will be bearish. Nice creamery stuff is coming. The grass is in good shape, and despite the good demand the supplies are large enough to send the market well down. All our quotations are lower. Houses are paying about 26c in the country.

Butter—		
Creamery prints, fresh made	0 29	0 30
Creamery prints, storage	0 27	0 29
Dairy prints, choice, lb.	0 22	0 24
Dairy solids, lb.	0 21	0 23
Bakers', lb.	0 20	0 24

CHEESE.—To put it mildly the cheese market is a conundrum. Nobody can understand it. New make is coming along all right, and though there is heavy buying from Great Britain the price ought not to be up as high as it is. If over-seas buying were to let up for a time prices, we think, could be brought down. Domestic demand is fairly heavy: there is enough to satisfy it but certainly the price is 'way off.

Cheese—		
Old large, per lb.	0 21	0 22
Old twins, per lb.	0 21½	0 22½
New large, per lb.	0 20	0 20¼
New twins, per lb.	0 20¼	0 20½

EGGS.—Prices on eggs are unchanged. Receipts are falling off some now. Country store price is around 18c. Cold storage stocks appear to be pretty well in now and buying on that account is letting-up. Statements from different houses indicates that they have larger stocks on hand this year than heretofore. We remarked some time ago on the high price at which eggs for storage were being bought, but it is claimed that prospects for these coming out in future are good, and that the provision men are all right. The fact of extra large storing is chiefly due to the exceptionally large deliveries.

Eggs—		
New laid, in cartons, per doz.	0 23	0 24
New laid, per doz.	0 21	0 22
Cracked eggs, per doz.	0 18	0 19

POULTRY.—After the 26th of May, broilers, about the only thing selling, are going for 35c, which is down considerably from last week's price. They must be up to weight to be any good though. Turkeys find some business, but for the most part frozen stuff is the only thing that finds a sale.

Poultry—	Live.	Dressed.
Chickens	0 12—0 14	0 17—0 20
Fowl	0 12—0 14	0 14—0 16
Ducks	0 10—0 12	0 16—0 18
Turkeys	0 15—0 16	0 20—0 28

HONEY.—There is little demand for either buckwheat or clover just now, and prices are unchanged.

Honey—		
Buckwheat, in bbls.	0 07	0 07¾
Buckwheat, in tins	0 07¼	0 00
Strained clover	0 12½	0 00
Comb honey, No. 1, doz.	3 00	0 00
Comb honey, No. 2, doz.	2 40	0 00

WINNIPEG.

PROVISIONS.—Here an improvement in trade is noticed. In the city, business seems uneven, at times being quite good and at times exceedingly quiet. From the country, however, there is a steady and growing demand.

Hog products are considerably firmer this week.

Hams—		
Light, per lb.	0 18	0 18½
Medium, per lb.	0 17½	0 18
Large, per lb.	0 15	0 15½
Backs, clear, per lb.	0 20	0 23
Bacon—		
Breakfast, per lb.	0 18½	0 23
Shoulders, per lb.	0 13½	0 14½
Dry Salt Meats—		
Long clear bacon, light	0 13½	0 14
Cooked Meats—		
Hams, boiled, per lb.	0 26	0 27
Sboulders, boiled, per lb.	0 22	0 23
Barrelled Pork—		
Heavy pork, per bbl.	25 00	26 00
Short cut, per lb.	26 00	—
Lard—		
Tierces	....	0 13½
Tubs	....	6 88
Pails	....	2 77
Cases, 5s	....	8 47
Cases	....	8 70

BUTTER.—This market is considerably weaker. The grasses are good and the cattle being out on these results in larger receipts. The good outside demand for butter is likely to keep prices from going much lower. There is at present little or no New Zealand butter coming in, and the Coast is now commencing to buy from this district. To land New Zealand butter at Coast would cost from 37 to 38c. As a result, butter has been brought in from Seattle and San Francisco. The Winnipeg market, however, is beginning to get on a competitive basis with these American markets, and orders are commencing to some here from the Coast. Three cars have indeed been shipped this week.

Butter—		
Creamery, per lb.	0 28	0 30
Dairy	0 27	0 31
Cooking	0 22	0 23

EGGS.—This market has weakened. The quality of eggs being received, however, is good and still some of these are being stored. From now on, however, practically all receipts will be for immediate sale.

Eggs, per doz.	0 18	0 19

CHEESE.—There is little change in this market since last week. Perhaps it has weakened somewhat.

Cheese—		
New, large	....	0 20
New, twins	0 20½	0 21

POULTRY.—Fair demand. Ample supplies to meet this.

Fresh Stock—		
Turkeys, per lb.	0 13	0 15
Chickens, per lb.	0 11	0 15
Fowls	0 10	0 12

FRUIT AND VEGETABLES.

(Continued from page 42.)

dozen. So is Florida stuff, more than that. We quote $2.25 to $2.50. There is a big demand for this cucumber, and this is the weather when it goes down well. Spanish onions are virtually off the market altogether. Bermudas are down to $1.50 to $1.75. Tomatoes have been much reduced, both hothouse and Florida stuff. Water cress is easier; the range of prices is accordingly shortened. Celery is a big seller. Prices ranges to the extent of a dollar with $3.25 as outside limit. There is a big demand these days for parsley and lettuce, Boston head lettuce getting lots of business. New crate cabbage is down considerably from former levels; demand is off a little this week. All vegetables fit for salads are finding a big market, and all round business is better. Root stuff has bucked up some; it is still quiet, however, but prices have come down in most cases and there is some buying.

Asparagus, Canadian	1 50	2 00
Beets, Canadian, bag	0 30	0 40
Bects, American	....	0 75
Bects, hamper	1 25	1 50
Beans, green, bamper	2 25	3 00
Beans, wax, hamper	2 50	3 00
Cabbage, new, crate	2 25	2 50
Carrots, bag	0 50	0 75
Carrots, American	....	0 75
Carrots, new, hamper	1 50	1 75
Cucumbers—		
Slicing, hothouse, dozen	....	1 25
Florida, hampers	2 25	2 50
Celery, Florida	2 25	3 25
Mnshrooms, per lb.	0 60	0 90
Water cress, 11-qt. basket	0 50	0 75
Onions—		
Spanish, big crate	4 25	4 50
Can., 75-lb. bags	1 25	1 50
Can., 100-lh. sacks	2 50	2 75
Egyptian, crate	4 75	5 00
Bermudas, crate	1 50	1 75
Green peppers, basket	....	0 75
Potatoes, Delaware	0 65	0 70
Potatoes, Canadian, bag	0 60	0 65
Potatoes, Florida, new, hamper	2 25	2 50
Potatoes, new, Bermudas, bbl.	7 75	8 25
Parsley, basket, 11-qt.	0 30	0 35
Parsley, American	....	0 75
Tomatoes, hothouse, lh.	0 15	0 20
Tomatoes, Florida, crate	2 75	3 25
Turnips, bag	0 35	0 50
Lettuce, leaf	0 20	0 30
Lettuce, Boston, head, small	3 00	4 00
Parsnips, Canadian, bag	0 55	0 65
Rhubarb, hothouse	0 60	0 75
Rhubarb, outside	0 25	0 30
Spinach, bushel	....	1 50

WINNIPEG.

FRUIT AND VEGETABLES.—Much warmer weather has done a great deal to improve sales of fruit and also for vegetables. This demand comes from both country and city.

Apples—		
Washington	2 25	3 25
Bananas, lb.	....	0 05
Cranberries, case	....	2 75
Cocoanuts, doz.	....	1 00
Cherries, per box (10 lbs.)	....	3 50
Grape fruit	3 25	4 00
California	....	5 25
Oranges, California	....	4 00
Valencias	4 25	4 50
Med. Sweets	4 25	4 50
Pineapples, per case	....	4 50
Strawberries, per crate	4 00	4 50

VEGETABLES.—This market is fairly active. Washington spinach is now off market, local spinach, which sells at 5c a lb., meeting all requirements. Florida tomatoes are selling at $4.50 per crate of six baskets. Tomatoes from Texas are expected on the market next week. These are sold in four-basket crates, and will be somewhat lower than the Florida tomatoes. The quotation is not yet known.

Asparagus—		
Minnesota, per case (about 20 lbs.)	....	3 50
California, per case (about 25-35 lbs.)	....	5 00
Celery, Florida (about 4 doz. to case)	....	4 00
Texas cabbages	....	0 04½
Head lettuce, per doz.	....	1 25
Leaf lettuce, doz.	....	0 40
Onions—		
Bermudas, Texas, per lb.	....	0 04
Oregon, 100-lb. sacks	....	3 25
Potatoes, new, Louisiana, per lb.	....	0 08
Parsley, per doz. bunches	....	0 50
Rhubarb, Minnesota, per lb.	....	0 02
Sweet potatoes, per lb.	....	0 06
Spinach, local, per lb.	....	0 05
Tomatoes, Florida, per case	....	4 50
Honey, comb, per case (24 sections)	....	5 50
Green peas, California, per lb.	....	0 15
Carrots and beets, Mississippi, doz. bchs.	....	1 00

Winter Wheat Flour Down

Prices on Manitoba Are Much Easier, Too—Cereals All Slow—Bran and Middlings in Big Demand—Crumble of the Wheat Market Responsible for Reduction in Flour — A Record-Breaking Break.

MONTREAL.

FLOUR.—The market was flatter than ever this week, there being practically no buying beyond hand to mouth orders. The wheat market was lower all last week, which was reflected in the flour market. Probably the possibility that the Allies may make a passage through the Dardanelles at any time is the cause of the present situation. The English wheat markets were lower, and it is hard to sell here: also freights are scarce. Dealers who bought heavily in January and February seem still to have fair stocks on hand. Flour market has followed the drop in wheat. Manitoba first patents being down 50c per bbl. Same drop occurred in seconds and strong bakers.

Manitoba Wheat Flour—	Per bbl. of 2 bags
First patents	7 70
Second patents	7 20
Strong bakers	7 00

Flour in cotton sacks, 10 cents per barrel more.

Winter Wheat Flour—	Car lots.	Small lots.
Fancy patents	7 55	7 75
90 per cent., in wood	7 00	7 25
90 per cent., in bags	3 00	3 25

CEREALS.—Rolled oats is in about the same condition as it was a week ago, with little business passing. Wholesalers are paying 3.25. Dealers are asking more, but are glad to get even 3.25 Pot barley is unchanged, and there is not much demand at this time of year.

Cornmeal—	Per 98-lb. sack
Gold dust	2 50 2 55
Unbolted	.... 2 25
Rolled Oats—	90's in jute.
Small lots	3 45 ....
25 bags or more	3 40 ....
Packages, case	.... 4 75

Rolled oats in cotton sacks, 5 cents more.

Oatmeal—fine, standard and granulated, 10 per cent. over rolled oats in 90s, in jute.

Rolled Wheat—	100-lb. bbls.
Small lots	.... 3 90
Hominy, per 98-lb. sack	.... 2 75
Corn flour, bag	.... 3 05
Rye flour, bag	3 00 3 30
Barley, pot	2 70 2 75

FEEDS.—Prices are nominal according to quality. Bran and shorts are easier on account of the small demand, most of the cattle being now out on the grass. Several feeds are lower including oats and mixed chops.

Mill Feeds—	Per ton
Bran	26 00
Shorts	28 00
Middlings	30 00
Wheat moulee	37 00
Feed flour, bag	2 50
Mixed chops, ton	28 00
Crushed oats, ton	43 00
Barley, pot, 98 lbs.	2 85
Oats, chop, ton	43 00
Barley chop, ton	37 00
Feed oats, cleaned, Manitoba, bush.	0 73
Feed wheat, bag	2 30

TORONTO.

FLOUR.—After a period of quietness market prices on Ontario winter wheat flour have been reduced. This has looked probable for some little time and the way the wheat market tumbled just about finished it off. All our quotations are lower by 20 per cent. on Ontario flour. Business at home is poor: abroad, so far as winter wheat flour goes, it's worse than that. Manitoba displays some activity so far as export goes, though little at home, and the market is easy though no reduced prices are certain as yet.

The wheat markets have crumbled, Manitoba sensationally and Ontario in a lesser degree. Winnipeg May wheat has dropped about 12 to 15 cents a bushel within a week. One week ago it sold at $1.63½: to-day it is quoted at $1.45. This is a record-breaking break, time considered and has apparently been something of a surprise. The market may of course prove resilient, though hardly, it is thought, to such an extent. Business in flour may come along better with lower levels in Ontario stuff and easier quotations on Manitoba. Domestic buying is only hand to mouth, however. Export business stands a better chance of coming back.

Manitoba Wheat Flour—	Small lots. per bbl.	Car lots. per bbl.
First patents	8 20	8 00
Second patents	7 70	7 50
Strong bakers	7 50	7 40

Flour in cotton sacks, 10c per bbl. more.

Winter Wheat Flour—	Small lots. per bbl.	Car lots. per bbl.
Fancy patents	7 20	7 00
90 per cent.	7 00	6 80
Straight roller	6 80	6 60
Blended flour	6 80	6 80

CEREALS.—This market is practically without feature. Rolled oats are slow: buyers, apparently are stocked sufficiently. Summer demand is slow anyway, and on top of that there has been a cautiousness in buying cereals all along through the winter which is unrelieved now. Split peas are getting a little business. Barley is dull.

Barley, pearl, 98 lbs.	....	5 00
Buckwheat grits, 98 lbs.	4 25	4 50
Corn flour, 98 lbs.	3 00	3 20
Cornmeal, yellow, 98 lbs.	2 25	2 40
Graham flour, 98 lbs.	3 70	3 80
Hominy, granulated, 98 lbs.	....	3 00
Hominy, pearl, 98 lbs.	....	3 00
Oatmeal, standard, 98 lbs.	....	3 92½
Oatmeal, granulated, 98 lbs.	....	3 92½
Peas, Canadian, boiling, bush.	2 80	2 90
Peas, split, 98 lbs.	....	5 25
Rolled oats, 90-lb. bags	3 35	3 55
Rolled wheat, 100-lb. bbl.	3 85	4 00
Rye flour, 98 lbs.	3 10	3 25
Whole wheat flour, 98 lbs.	3 75	3 80
Wheatlets, 98 lbs.	4 00	4 15

MILL FEEDS.—All lines are moving better this last few days, and most feeds are fairly strong. A good demand for bran for home consumption is a feature and middlings are especially called for. This is the spring season, of course, and feed is wanted for the young stock though the grass is in very good shape.

Mill Feeds—	Mixed cars, per ton	
Bran	26 00	27 00
Shorts	28 00	29 00
Middlings	30 00	32 00
Wheat moulee	....	30 00
Feed flour, per bag	1 85	1 90
Oats—		
No. 3, Ontario, outside points	0 55	0 61
No. 3, C.W., bay ports	....	0 67

WINNIPEG.

FLOUR.—Following the reduction of 20c made last week, a further drop of 20c has taken place, flour for the three prairie provinces now being quoted for best patents at $7.50. This drop came rather unexpectedly and is apparently only the result of a weaker wheat market.

A rather peculiar position obtains in rolled oats. There is a considerable spread in prices here. At least one firm is selling 80's to the trade at $3.10. Others are selling at $3.15, and some lines are as high as $3.50. It would seem likely that this market will work to a more even basis shortly.

Manitoba Wheat Flour—	Per bbl.
Best patents	7 50
Second patents	7 20
Low grades	5 20
Rolled oats, 80's	3 10
Standard oatmeal, 96 lbs.	6 15
Cornmeal, 98's	3 50

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12 oz. Tins, 4 doz. to case, weight 48 lbs.	1 60
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Dime	$ .95	$ .90
4-oz.	1.40	1.35
6-oz.	1.95	1.90
8-oz.	2.55	2.50
12-oz.	3.85	3.75
16-oz.	4.90	4.80
2¼-lb.	11.60	11.35
3-lb.	13.60	13.35
5-lb.	22.35	21.00

Barrels—when packed in barrels one per cent. discount will be allowed.

FOREST CITY BAKING POWDER.

6-oz. tins	$0 75
12-oz. tins	1 25
16-oz. tins	1 75

BLUE.

Keen's Oxford, per lb.	$0 17
In 10-lb. lots or case	0 16

COUPON BOOKS — ALLISON'S.

For sale in Canada by The Eby-Blain Co., Ltd., Toronto; C. O. Beauchemin & Fils, Montreal. $2, $3, $5, $10, $15 and $20. All same price, one size or assorted.

UN-NUMBERED.

100 books and over, each	0 03½
500 books to 1,000 books	0 03

For numbering cover and each coupon, extra per book, ½ cent.

CEREALS.

WHITE SWAN	Per case
Biscuit Flour (Self-rising), 2 doz. to case, weight 70 lbs.	$3 00
Buckwheat Flour (Self-rising), 3 doz. to case, weight 70 lbs.	3 00
Pancake Flour (Self-rising), 3 doz. to case, weight 70 lbs.	3 00
Breakfast Food, 2 doz. to case, weight 85 lbs.	4 50
King's Food, 2 doz. to case, weight 95 lbs.	5 50
Wheat Kernels, 2 doz. to case, weight 65 lbs.	3 75
Barley Crisps, 3 doz. to case, weight 50 lbs.	3 00
Flaked Rice, 3 doz. to case, weight 50 lbs.	3 00
Flaked Peas, 3 doz. to case, weight 50 lbs.	3 60

DOMINION CANNERS, LIMITED.

Aylmer Pure Jams, 16 oz. Jars.

	Per doz.
Strawberry, 1914 pack	$2 20
Raspberry, red, heavy syrup	2 10
Black Currant	2 10
Red Currant	2 10
Peaches	2 10
Pear, Bart.	2 10

Aylmer Pure Jellies.

Red Currant	2 10
Black Currant	2 10
Crabapple	1 45
Raspberry and red currant	2 10
Raspberry and gooseberry	2 10
Plum jam	1 85
Green Gage plum stoneless	1 85
Gooseberry	1 85
Grape	1 85

Aylmer Marmalade

Orange Jelly	1 60
Lemon	1 60
Pineapple	1 90
Ginger	2 25

Aylmer Pure Preserves—Bulk

	5 lbs.	7 lbs.
Strawberry	0 72	1 00
Black currant	0 65	0 85
Raspberry	0 65	0 85

Aylmer 14's and 30's per lb.

Strawberry	0 14
Raspberry	0 14

COCOA AND CHOCOLATE.

THE COWAN CO., LTD.

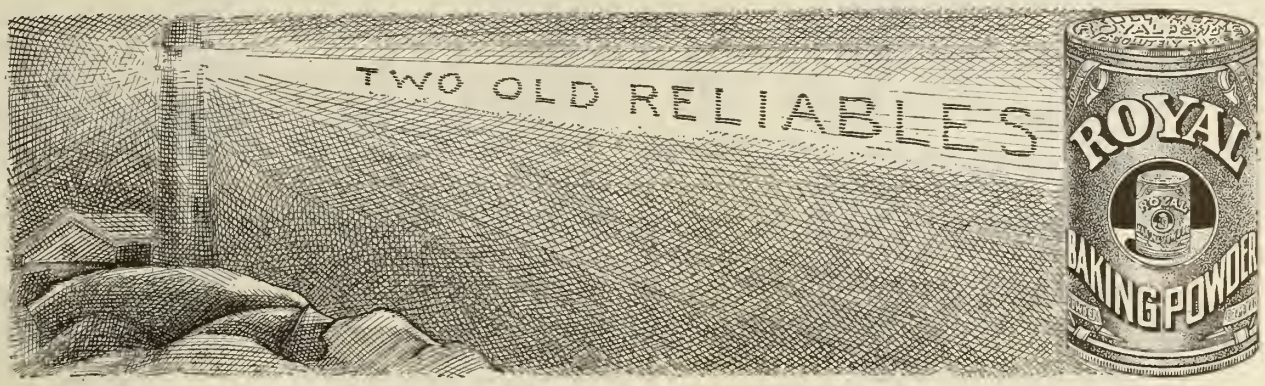
Cocoa—	
Perfection, 1-lb. tins, doz.	4 50
Perfection, ½-lb. tins, doz.	2 40
Perfection, ¼-lb. tins, doz.	1 25
Perfection, 10c size, doz.	0 90
Perfection, 5-lb. tins, per lb.	0 37
Soluble bulk, No. 1, lb.	0 21
Soluble bulk, No. 2, lb.	0 19
London Pearl, per lb.	0 23

Special quotations for Cocoa in barrels, kegs, etc.

(Unsweetened Chocolate).

Supreme chocolate, ½'s, 12-lb. boxes, per lb.	0 35
Perfection chocolate, 20c size, 2 doz. in box, doz.	1 80
Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz.	0 90

Sweet Chocolate—	Per lb.
Queen's Dessert, ¼'s and ½'s, 12-lb. boxes	0 40
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, ¼-lb., 6 and 12-lb. boxes	0 35



Your customers can remember **Royal Baking Powder** as far back as they can remember anything—they've seen it around their homes, like Webster's Dictionary and the family Bible, ever since childhood. The woman who comes to you now as the mother of a family sat in a high-chair in her own mother's kitchen and played with an empty **Royal Baking Powder** can. Nothing could displace an article of such established popularity unless it were **better**—and no better baking powder can be made. You'll find **Royal Baking Powder** easiest to sell and it will pay you more in the end than any other baking powder.

ROYAL BAKING POWDER COMPANY, NEW YORK

All Canada is Aglow with the Made-in-Canada Fever

How is it Affecting You?

This idea is gathering momentum daily and the grocer who makes the best of it is the one who will win out with a full cash drawer and a growing business.

The five Made-in-Canada lines here shown represent the leaders in their respective fields—Condensed Milk and Coffee. Their value as sales-producers and repeat business-getters is thoroughly established in the trade. Don't be content to stock them, but get them in the limelight by displaying and pushing them as Canada's original products.

We deliver 5-case lots to any point in Ontario, Quebec and Maritime Provinces, prepaying freight up to 50c per 100 lbs.

Note these prices:

St. George Brand Coffee, 2 doz. in case	$4.80
St. George Evaporated Milk, 4 doz. in case	3.60
Banner Condensed Milk, 4 doz. in case	5.25
Princess Condensed Milk, 4 doz. in case	4.50
Premier Skimmed, 4 doz. in case	3.80

ORDER NOW.

The Malcolm Condensing Co., Limited, St. George, Ont.

Summertime is Salad Time

and any woman will tell you that the making of the dressing is the most difficult operation in the preparation of a salad.

Many a salad is ruined by the use of improperly made dressing, but there is never a failure when

Pure Gold Salad Dressing Powder

is used. It eliminates all chances of a poor dressing, is delightfully piquant in flavor, appetizing and rich.

Pure Gold Salad Dressing Powder, like all Pure Gold products, is absolutely pure, made from the finest ingredients and processed carefully.

It is easy to prepare and as sure as the sun in results

Increase your sales of fruits, meats, canned salmon, chicken, lobster, etc., by suggesting Pure Gold Salad Dressing Powder in your counter and window trims of these goods.

Get ready for Summer and picnic time. Order your stock now.

The Pure Gold Mfg. Co. Limited, Toronto

Diamond, 8's, 6 and 12-lb. boxes	0 29
Diamond, 6's and 7's, 6 and 12-lb. boxes	0 26
Diamond, ¼'s, 6 and 12-lb. boxes	0 27
Icings for Cake—	
Chocolate, white, pink, lemon, orange, maple, almond, cocoanut, cream, in ½-lb. packages, 2 and 4 doz. in box, per doz.	1 00
Chocolate Confections	Per lb.
Maple buds, 5-lb. boxes	0 38
Milk medallions, 5-lb. boxes	0 38
Chocolate wafers, No. 1, 5-lb. boxes	0 32
Chocolate wafers, No. 2, 5-lb. boxes	0 27
Nonpareil wafers, No. 1, 5-lb. boxes	0 32
Nonpareil wafers, No. 2, 5-lb. boxes	0 27
Chocolate ginger, 5-lb. boxes	0 31
Milk chocolate wafers, 5-lb. boxes	0 38
Coffee drops, 5-lb. boxes	0 37
Lunch bars, 5-lb. boxes	0 37
Milk chocolate, 5c bundles, 3 doz. in box, per box	1 36
Royal Milk Chocolate, 5c cakes, 2 doz. in box, per box	0 90
Nut milk chocolate, ½'s, 6-lb. boxes, lb.	0 38
Nut milk chocolate, ¼'s, 6-lb. boxes, lb.	0 38
Nut milk chocolate, 5c bars, 24 bars, per box	0 90
Almond nut bars, 24 bars, per box	0 90

JOHN P. MOTT & CO.'S.

Miss N. Estabrook, St. John, N. B.; J. A. Taylor, Montreal; P. Q.; F. M. Hannum, Ottawa, Ont.; Jos. E. Huxley & Co., Winnipeg, Man.; Tees & Persse, Calgary, Alta.; Russell, Johnson, Edmonton; D. M. Doherty & Co., Vancouver and Victoria.

Elite, 10c size (for cooking) doz.	0 90
Mott's breakfast cocoa, 2-doz. 10c size, per doz.	0 85
Nut milk bars, 2 dozen in box	0 80
Breakfast cocoa, ¼'s and ½'s	0 36
No. 1 chocolate	0 30
Navy chocolate, ½'s	0 26
Vanilla sticks, per gr.	1 00
Diamond chocolate, ½'s'	0 24
Plain choice chocolate liquors	20 30
Sweet chocolate coatings	0 20

CONDENSED AND EVAPORATED MILK.

BORDEN MILK CO., LTD.

East of Fort William, Ont.

Preserved	Per case
Eagle Brand, each, 4 doz.	$6 25
Reindeer Brand, each, 4 doz.	6 25
Silver Cow Brand, each 4 doz.	5 75
Gold Seal Brand, each, 4 doz.	6 60
Mayflower Brand, each 4 doz.	5 60
Purity Brand, each 4 doz.	5 60
Challenge Brand, each 4 doz.	4 85
Clover Brand, each 4 doz.	4 85
Evaporated (Unsweetened)—	
St. Charles Brand, small, each 4 doz.	2 00
Peerless Brand, small, each 4 doz.	2 00
St. Charles Brand, Family, each 4 doz.	3 90
Peerless Brand, Family, each 4 doz.	3 90
Jersey Brand, Family, each, 4 doz.	3 90
St. Charles Brand, tall, each 4 doz.	4 50
Peerless Brand, tall, each, 4 doz.	4 50
Jersey Brand, tall, each, 4 doz.	4 50
St. Charles Brand, Hotel, each, 2 doz.	4 25
Peerless Brand, Hotel, each, 2 doz.	4 25
Jersey Brand, Hotel, each, 2 doz.	4 25
St. Charles Brand, gallons, each, ½ doz.	4 75
"Reindeer" Coffee and Milk, "large," each, 2 doz.	4 80
"Reindeer" Coffee and Milk, "small," each, 4 doz.	5 50
"Regal" Coffee and Milk, each, 2 doz.	4 50
"Reindeer" Cocoa and Milk, each, 2 doz.	4 80

COFFEE.

WHITE SWAN SPICES AND CEREALS, LTD.

WHITE SWAN.

1 lb. tins, 4 doz. to case, weight 80 lbs.	36
1 lb. tins, 2 doz. to case, weight 35 lbs.	
Add one-half cent per pound to the above.	

ENGLISH BREAKFAST COFFEE.

½ lb. tins, 2 doz. to case, weight 22 lbs.	22
1 lb. tins, 2 doz. to case, weight 40 lbs.	20

MOJA.

½ lb. tins, 2 doz. to case, weight 22 lbs.	32
1 lb. tins, 2 doz. to case, weight 40 lbs.	30
2 lb. tins, 1 doz. to case, weight 40 lbs.	30

PRESENTATION COFFEE.

A Handsome Tumbler in Each Tin.

1 lb. tins, 2 doz. to case, per lb.	27
Shipping weight, 50 lbs. per case.	

MINTO BROS.

MELAGAMA COFFEE.

	Whol.	Ret'l.
1s, 1½s, Grd.	25	30
1s, 1½s, B. & G.	32	40
1s only, B. & G.	35	45
1s, ½s, B. & G.	38	50

Packed in 30 and 50-lb. cases.
Terms net 30 days prepaid.

MINTO COFFEE (Bulk).

M. Bean or Gr.	38
I Bean or Gr.	35
N Bean or Gr.	32
T Bean or Gr.	30
O Bean or Gr.	28
Spec. Grd. Compound	26

Packed in 25 and 50-lb. tins.

FLAVORING EXTRACTS.

WHITE SWAN FLAVORING EXTRACTS—ALL FLAVORS.

1 oz. bottles, per doz., weight 3 lbs.	$ 1 05
2 oz. bottles, per doz., weight 4 lbs.	2 00
2½ oz. bottles, per doz., weight 6 lbs.	2 30
4 oz. bottles, per doz., weight 7 lbs.	3 50
8 oz. bottles, per doz., weight 14 lbs.	6 50
16 oz. bottles, per doz., weight 23 lbs.	12 00
32 oz. bottles, per doz., weight 40 lbs.	22 00
Bulk, per gallon, weight 16 lbs.	10 00

CRESCENT MFG. CO.

CRESCENT MAPLEINE.

Special Delivered Price for Canada.

	Per doz.
1½-oz. (4 doz. case), weight 9 lbs., retail each 15c.	$ 1 40
1 oz. (4 doz. case), weight 14 lbs., retail each 30c.	2 55
2 oz. (3 doz. case), weight 15 lbs., retail each 50c.	4 40
4 oz. (2 doz. case), weight 17 lbs., retail each 90c.	7 00
8 oz. (1 doz. case), weight 17 lbs., retail each $1.50.	13 00
Pint (1 doz. case), weight 29 lbs., retail each $3.	25 00
Quart (1 doz. case), weight 53 lbs., retail each $5.50.	47 75
Gallons, each, retail each $20	17 15

GELATINE.

Knox Plain Sparkling Gelatine (2-qt. size), per doz.	1 80
Knox Acidulated Gelatine (Lemon flavor), (2-qt. size), per doz.	1 30
Cox's Instant Powdered Gelatine (1-qt. size), per doz.	1 10

Situation Wanted by a Live Wire

What would you pay a Salesman whose ability to "get results" has been demonstrated for over a quarter of a century?

Recognized as the authority of the trade he has the attention of every progressive grocer in the Dominion. His visits are looked forward to, for merchants have learned to profit by the information he gives them—information which they, staying at home, could get in no other way. And so with his genial smile, his frank expression of opinion, he has gained the confidence of the trade he represents, and, *having their confidence, he gets their business.* In addition, he has a reputation for up-to-the-minuteness not enjoyed by any other salesman covering the field.

This Salesman is

CANADIAN GROCER

Let us tell you more about his capabilities to place the merits of your product before every grocer in Canada who is likely to be interested. Canadian Grocer doesn't waste time making "useless calls," for every subscriber is wide-awake and eager to get behind and push the unquestioned merits of any product that is likely to benefit his trade. The very fact of his being a reader of Canadian Grocer proves his progressiveness.

Get in touch with us. Your organization is incomplete without your message in the grocer and provision man's own paper.

Canadian Grocer, 143-153 University Ave., Toronto

MONTREAL WINNIPEG NEW YORK BOSTON CHICAGO LONDON

Eggs and Butter

If you have any to sell let us handle them for you, either cash, trade or on commission.

Established 1854

F. W. Fearman Co., Limited
HAMILTON

Place your order now for new pack sardines

Owing to increasing demand and decreasing supply, it is advisable to place your orders now for

KING OSCAR
BRAND
SARDINES

The new pack of this popular brand commences in July and to avoid disappointment you should make sure of your supply now.

Consult your jobber.

CANADIAN AGENTS
J. W. BICKLE & GREENING
(I. A. Henderson)
HAMILTON - CANADA

W. CLARK, LIMITED, MONTREAL.

Compressed Corned Beef, ½s, $1.50; 1s, $2.75; 2s, $5; 6s, $18; 14s, $37.
Roast Beef, ½s, $1.50; 1s, $2.75; 2s, $5; 6s, $16.
Boiled Beef, 1s, $2.75; 2s, $5; 6s, $16.
Jellied Veal, ½s, $1.50; 1s, $2.75; 2s, $4.50; 6s, $18.
Corned Beef Hash, ½s, $1.50; 1s, $2.30; 2s, $4.25.
Beefsteak and Onions, ½s, $1.50; 1s, $2.75; 2s, $5.
Cambridge Sausage, 1s, $2.40; 2s, $4.
Boneless Pigs' Feet, ½s, $1.50; 1s, $2.25; 2s, $4.25.
Lambs' Tongues, ½s, $1.90.
Sliced Smoked Beef, tins, ½s, $1.65; 1s, $2.65.
Sliced Smoked Beef, glass, ¼s, $1.25; ½s, $1.90; 1s, $2.75.
Tongue, Ham and Veal Pate, ½s, $1.20.
Ham and Veal, ½s, $1.
Potted and Devilled Meats, tins —Beef, Ham, Tongue, Veal, Game, ¼s, 50c; ½s, $1.
Potted Meats, Glass — Chicken. Ham, Tongue, ¼s, $1.25.
Ox Tongues, tins, ½s, $2.40; 1s, $5.25; 1½s, $8; 2s, $10.
Ox Tongues, Glass, 1½s, $9.75; 2s, $12.
Mincemeat, Hermetically Sealed Tins, 1s, $1.25; 2s, $2.40; 3s, $3.40; 4s, $4.30; 5s, $5.40.
In Pails, 25 lbs., 8c lb.
In Tubs, 45 lbs., 7½c lb.
In Glass, 1s, $2.25.
Plum Pudding, 1s, $2.30; 2s, $2.80.
Clark's Peanut Butter — Glass Jars, ¼, 95c; ½, $1.40; 1, $1.85.
Clark's Peanut Butter—Pails 24 lbs., 15c per lb.
Clark's Tomato Ketchup, 8 oz., $1.35; 12 oz., $1.90; 16 oz., $2.40.
Pork & Beans, Plain Talls, 1, 60c; 2, $1; 3, $1.40; 6, $4.50; 12, $7.25.
Pork & Beans, Tomato Sc. Talls, 1, 60c; 2, $1; 3, $1.40; 6, $4.50; 12, $7.25.
Pork & Beans, Chili Flat, 1, 60c; 2, $1; 3, $1.15.
Pork & Beans, Tomato Flats, 1, 60c; 2, $1; 3, $1.15.
Pork & Beans, Plain Flats, 1, 60c; 2, $1; 3, $1.15.
Vegetarian Baked Beans, Tomato Sauce, Talls, $1.15.
Clark's Chateau Concentrated Soups, 95c.
Clark's Chateau Concentrated Soups, No. 1 Assorted, 95c.

EBY-BLAIN, LIMITED, TORONTO. ANCHOR BRAND.

Ammonia Powder— "Anchor"	Per case
50 cases, 6 doz.	$2 50
10 cases, 3 doz.	2 50
5 case lots, freight prepaid, Ontario points	2 25
Baking Powder— "Anchor"	Per doz.
4 oz. tins, cases 4 doz.	0 67½
6 oz. tins, cases 4 doz.	0 90
8 oz. tins, cases 3 doz.	1 20
12 oz. tins, cases 3 doz.	1 65
16 oz. tins, cases 2 doz.	2 00
2½-lb. tins, cases 1 doz.	4 40
5-lb. tins, cases 1 doz.	8 40
Chocolate—Unsweetened— "Anchor"	
10c cakes, boxes 2 doz.	0 90
Cocoa—"Anchor"	Per doz.
10c tins, cases 4 doz.	0 90
	Per lb.
¼s, tins, cases 4 doz.	0 36
½s, tins, cases 2 doz.	0 35
1s, tins, cases 1 doz.	0 35
Coffee—"Anchor"	Per lb.
1 lb. tins, whole or ground, cs., 30 lb.	0 36
2 lb. tins, whole or ground, cs., 30 lb.	0 35
Cream of Tartar— "Anchor"	Per doz.
2 oz. pkgs., box 4 doz.	$ 0 90
3 oz., pkgs., box 3 doz.	1 35
¼ oz., pkgs., box 4 doz.	1 75
½ oz. pkgs., box 4 doz.	3 50
½ oz. tins, box 4 doz.	3 75
1 oz. tins, box 2 doz.	6 00
Flavoring Extracts—"Anchor"	
20c bottle	$ 1 15
½ oz. bottle	2 50
4 oz. bottle	4 00
8 oz. bottle	7 50
16 oz. bottle	14 40
32 oz. bottle	28 80
80 oz. bottle	60 00
Flour—Potato—"Anchor"	Per doz.
Cases, 2 doz.	1 20
Icings, Prepared "Anchor"	
10c pkgs., case 3 doz.	1 00
Mustard, D.S.F.—"Anchor"	
s, boxes 4 doz.	0 50
10c tins, boxes 4 doz.	0 95
	Per lb.
¼s, tins, boxes 12 lbs.	0 40
½s, tins, boxes, 12 lbs.	0 39
1s, tins, boxes 12 lbs.	0 38
Rice, Special Grain— "Anchor."	Per doz.
Cases 2 and 4 dozen	0 90
"Anchor" Brand	Per case
Shaker Table Salt, free running, cases 2 doz., case	1 60

"GOLD MEDAL" COFFEE.

Whole or Ground—	Per lb.
½ lb tins, cases 30 lbs.	0 37
1 lb. tins, cases 30 lbs.	0 36
2 lb. tins, cases 30 lbs.	0 35

"GOLD MEDAL" ROLLED WHITE OATS.

	Per case
25c pkgs., cases 12 pkgs.	2 50

"KING" NAPTHA BORAX WASHING COMPOUND.

5c pkgs., cases 50s	1 90
5c pkgs., cases 100s	3 75
10c pkgs., cases 3 doz.	3 50

"KOLONA" CEYLON TEA.

	Per lb.
40c black, green or mixed, ½ and 1 lb. pkgs.	0 30
50c black, green or mixed	0 35
60c black, green or mixed	0 42
80c black, green or mixed	0 55
	Per doz.
"Meat of Wheat" Breakfast Food, cases 2 doz.	1 45
"Wheat - Os" Breakfast Food, cases 2 doz.	1 45
	Per doz.
"Piccaninny" pancake and buckwheat	1 00

LAPORTE, MARTIN, LIMITED Montreal. Agencies.

BASIN DE VICHY WATERS.

L'Admirable, 50 btles, litre, cs.	5 50
Efficace	6 00
Neptune	7 00
San Rival	8 00

VICHY LEMONADE.

La Savoureuse, 50 btles., cs.	8 00

MINERVA PURE OLIVE OIL.

Case—	
12 litres	8 00
12 quarts	7 00

NATURAL MINERAL WATER.

Evian, Source Cachat, 50 btles., cs.	$9 00

IMPORTED GINGER ALE AND SODA.

Ginger Ale, Trayders, cs. 6 doz. pts., doz.	1 10
Ginger Ale, Trayders, cs. 6 doz. splits, doz.	0 90
Club Soda, Trayders, cs. 6 doz. pts., doz.	1 00
Club Soda, Trayders, cs. 6 doz. splits, doz.	0 90

BLACK TEAS.

Victoria Blend, 50 and 30-lb. tins, lb.	0 37
Princess Blend, 50 and 30-lb. tins, lb.	0 33

JAPAN TEAS.

H. L., ch. 90 lbs., lb.	0 35
Victoria, ch. 90 lbs., lb.	0 30
Princess, cad., 5 lbs., lb.	0 25

COFFEES.

Victoria, Java and Mocha Blend, 1-lb. tin, lb.	0 34½
Victoria, Java and Mocha Blend, 5, 10, 25, 50-lb. tins, lb.	0 32
Princess, Java and Mocha Blend, 1-lb. tin, lb.	0 22

MALT EXTRACT.

Miller of Milwaukee, cs. 2 doz., cs.	4 40
Miller of Milwaukee, brl. 8 doz., brl.	16 20

Don't Guess

You cannot go on choosing your fancy biscuit stock forever. You must choose the right one some time or quit. CARR'S Biscuits have been chosen by more successful grocers more times than any other make. There must be a reason. *Put in a stock right away.*

CARR & CO. CARLISLE ENGLAND

AGENTS—Wm. H. Dunn, Montreal; Dunn-Hortop, Limited, Toronto; Hamblin & Brereton, Limited, Winnipeg, Man., and Vancouver, B.C.; T. A. MacNab & Co., St. John's, Newfoundland.

TOMATOES

Florida and Hothouse

We excel in fine Tomatoes.

Strawberries

Fresh cars every day.

Cucumbers

Market much lower.

Hampers 6 to 8 doz.

Grape Fruit

Our last car for season has arrived.

Pineapples, New Carrots, New Beets, New Cabbage.

Everything the best and the biggest assortment.

White & Co., Limited

Toronto and Hamilton

Are You Selling this Famous English Nursery Soap?

NO soap has received greater praise and commendation from the British Medical Press than Wright's Coal Tar Soap—for 50 years famous throughout England as **the** Nursery Soap.

Here is a delightful soap that will appeal to your better class customers. You can build up a **Quality** trade with—

WRIGHT'S COAL TAR SOAP

The original Coal Tar Soap recommended for use by the Medical Profession and used in the best homes in England.

WRIGHT'S COAL TAR SOAP

Wright's Coal Tar Soap is an excellent line and should sell at 15c a cake, yielding a good profit. Order a supply **now.**

MANUFACTURED BY

WRIGHT, LAYMAN & UMNEY, LIMITED, LONDON, ENG.

Canadian Agents:—Harold F. Ritchie & Co., Ltd., 10-12-14 McCaul St., Toronto

Our Tiger (50 cent line) Brooms

are superfine carpet BROOMS on **polished** handles. Offer them to your customers and secure business that stays. Splendid value in 35c, 40c, 50c, 60c lines. Try a sample shipment and be satisfied.

We make **Factory Brooms.**

Walter Woods & Co.
HAMILTON

LIKE FLOUR OR SUGAR

You have a speedy selling staple in

Parowax

Housewives demand it because they know it has no equal for sealing preserves. When they think of sealing they think of Parowax.

Parowax is also largely used in the wash boiler, loosening dirt and grease quickly, without hand rubbing.

We are advertising Parowax in magazines and newspapers throughout Canada this year. Be ready for your customers when they ask for it.

Put up in ¼-lb. cakes, 4 cakes in a carton, 20, 40 and 100 cartons to a case.

MADE IN CANADA

THE IMPERIAL OIL COMPANY
Limited

BRANCHES IN ALL CITIES

BOAR'S HEAD LARD COMPOUND.

N. K. FAIRBANK CO., LTD.

Tierces	0 10¼
Tubs, 60 lbs.	0 10½
Pails, 20 lbs.	0 10⅝
Tins, 20 lbs.	0 10¼
Cases, 3 lbs., 20 to case ..	0 11¼
Cases, 5 lbs., 12 to case ..	0 11½
Cases, 10 lbs., 6 to case..	0 11

F.O.B. Montreal.

MUSTARD.

COLMAN'S OR KEEN'S.

	Per doz. tins
D. S. F., ¼-lb.	$ 1 50
D. S. F., ½-lb.	2 68
D. S. F., 1-lb.	5 36
F. D., ¼-lb.	0 95
F. D., ½-lb.	1 63
	Per jar
Durham, 4-lb. jar	0 87
Durham, 1-lb. jar	0 28

JELLY POWDERS.

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan, 15 flavors, 1 doz. in handsome counter carton, per doz. .....$ 0 90

List Price.

SOAP AND WASHING POWDERS.

SNAP HAND CLEANER.

3 dozen to box	3 60
6 dozen to box	7 20

30 days.

RICHARDS' PURE SOAP.

Richards' Quick Naptha Soap.

Packed 100 bars to case.

5-case lots (delivered), $4.15 each with 20 bars of Quick Naptha as a free premium.

FELS NAPTHA.

Prices—Ontario and Quebec:

Less than 5 cases .....$	5 90
Five cases or more	4 95

WHITE SWAN LYE.

Single cases, 4 doz. .....$	3 50
5 case lots, 4 doz.	3 35

Shipping weight 50 lbs. per case.

THE CANADA STARCH CO., LTD., EDWARDSBURG BRANDS and BRANTFORD BRANDS.

Laundry Starches—

Boxes.	Cents.
40 lbs., Canada Laundry ..	.06¼
40 lbs., boxes Canada white gloss, 1 lb. pkg.	.06¾
48 lbs. No. 1 white or blue, 4 lb. cartons	.07¼
48 lbs. No. 1 white or blue, 3 lb. cartons	.07¼
100 lbs., kegs, No. 1 white	.06¾
200 lbs., bbls., No. 1 white	.06¾
30 lbs., Edwardsburg silver gloss, 1 lb. chrome pkgs.	.07¾
48 lbs. silver gloss, in 6-lb. tin canisters	.08¼
36 lbs., silver gloss 6-lb. draw lid boxes	.08¼
100 lbs., kegs, silver gloss, large crystals	.07¼
28 lbs., Benson's Satin, 1-lb. cartons, chrome label ...	.07½
40 lbs., Benson's Enamel (cold water), per case ...	3 00
20 lbs., Benson's Enamel (cold water), per case ...	1 50
Celluloid—boxes containing 45 cartons, per case	3 60

Cullnary Starch.

40 lbs. W. T. Benson & Co.'s prepared corn	.07¾
40 lbs. Canada pure corn starch	.06½

(120-lb. boxes ¼c higher.)

Casco Potato Flour, 20-lb. boxes, per lb.	10

BRANTFORD STARCH.

Ontario and Quebec.

Laundry Starches—

Canada Laundry—

Boxes about 40 lbs.	06

Acme Gloss Starch—

1-lb. cartons, boxes of 40 lbs.	.06¾

First Quality White Laundry—

3-lb. canisters, cs. of 48 lbs.	.07¼
Barrels, 200 lbs.	.06¾
Kegs, 100 lbs.	.06¾

Lily White Gloss—

1-lb. fancy carton cases 30 lbs.	.07¾
S in case	.08
6-lb. toy trunks, lock and key, 6-lb. toy drum, with drumsticks, 8 in case ...	.08¼
Kegs, extra large crystals, 100 lbs.	.07¼

Canadian Electric Starch—

Boxes, containing 40 fancy pkgs., per case	3 00

Celluloid Starches—

Boxes containing 45 cartons, per case	3 60

Cullnary Starches—

Challenge Prepared Corn—

1-lb. pkts., boxes of 40 lbs.	.06½

Brantford Prepared Corn—

1-lb. pkts. boxes of 40 lbs.	.07¾

"Crystal Maize" Corn Starch—

1-lb. pkts., boxes of 40 lbs.	.07¾

(20-lb. boxes ¼c higher than 40's)

OCEAN MILLS, MONTREAL.

Chinese starch, 16 oz. pack., 4 doz. per case, $4; Ocean Corn Starch, 16 oz., pack., 4 doz. per case, $3.60; King Corn Starch, 16 oz. pack., 4 doz. per case, $3.12; Ocean Blanc Mange, all flavors, 8 oz. pack., 4 doz. per case, $4; Ocean Borax, 8 oz. pack., 4 doz. per case, $1.80; Ocean Baking Soda, 8-oz. package, 120 packages, per case, $3; Ocean Baking Soda, 16 oz. pack., 60 pack. per case, $3; Ocean Baking Powder, 1 lb. pack., 3 doz. per case, $6.75; Ocean Baking Powder, 8 oz. pack., 5 doz. per case, $6.50; Ocean Baking Powder, 4 oz. pack., 4 doz. per case, $3; Ocean Baking Powder, 3 oz. pack., 4 doz. per case, $1.60; Ocean Baking Powder, 5 lb. tin, 10 tins per case, $7.50; Chinese Washing Powder, 8 oz., 120 pack. per case, $4.25; retail at 5c per doz., 45c; Ocean Extracts, all flavors, 2 oz., 6 doz. per case, $6; Ocean Mustard (French Mustard, quart size, 2 doz. per case, $4.80; Ocean Mustard (French Mustard), pint size, 2 doz. per case, $4; Ocean Liquid Blue, pint bottles, 2 doz. per case, $1.80; Petrolatum, 2 oz. jars, 12 doz. per case, $5.40; Petrolatum, 5 oz. jars, 6 doz. per case, $5.40; Ocean Cough Syrup, 8 oz. bottle, 3 doz., per case, $7.20.

In buying

KETCHUP

remember Upton's give 125 per cent. of ketchup value for your dollar.

Try It and See

It is packed in standard packages at popular prices. Get it from your jobber or write us if he cannot supply you.

The T. Upton Co., Limited

ST. CATHARINES

Pineapple Week

Quality and Price will be best for your preserving requirements this week. Let us have your orders now. We have all sizes.

Extra Fancy Sound Fruit

We repack and make sound before shipping which, to you, means

No Loss and Satisfied Customers.

Let us quote you on large quantities.

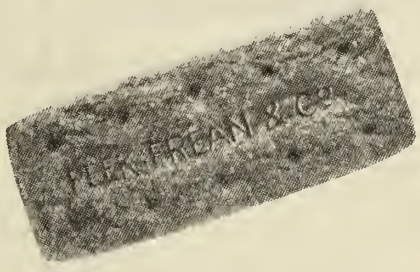
THE HOUSE OF QUALITY

Hugh Walker & Son

ESTABLISHED 1861

GUELPH and NORTH BAY

Peek Frean Successes



P.F. Shortcake—

Over 325,000,000 sold the first year introduced. Their taste-tempting crispness captivates the most critical, and makes steady friends. You couldn't push a more popular line.

Panama—

One of the newest novelties—just out. Already taking hold with marked success. Representative of the efforts Peek Frean's are continually putting forth in the production of entirely original and taking creations.

Bourbon—

A chocolate sandwich with the delightfully rich and pleasing flavor that won the enthusiasm of the Canadian trade. The first bite decides how well the sales go.

Only three—but enough to prove the wisdom of pushing the Peek Frean Lines. Get them on display prominently in your store.

PEEK FREAN & CO., LIMITED, Biscuit Makers, London, Eng.

AGENTS: BRITISH COLUMBIA—The W. H. Malkin Co., Ltd., Vancouver; ALBERTA, MANITOBA, SASKATCHEWAN—Ruttan, Alderson & Lound, Fort Garry Court, Winnipeg; ONTARIO—The Harry Horne Co., 309-311 King St. W., Toronto; OTTAWA AND EASTERN CANADA—Frank L. Benedict & Co., Read Building, Montreal.

Stock Up To-day

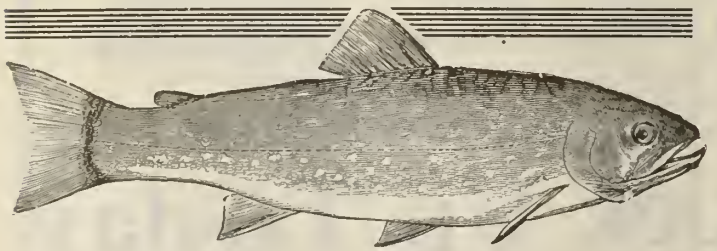
BRUNSWICK
BRAND
FINNAN HADDIES

Only the most carefully selected and sweetest fish caught in the famous Passamaquoddy Bay are used in the packing of the Brunswick Brand sea foods.

The high quality of our goods has given us a large trade, which, by the exercise of conscientious business methods, is constantly increasing. When you handle Connors Bros.' Brands you sell goods that are trade-winners.

Our plant is operated under the most ideal conditions, and our goods come perfect to the consumer.

CONNORS BROS., LIMITED
BLACK'S HARBOR, N.B.



COW BRAND BAKING SODA

in boxes only.

Packed as follows:

5c packages (96)	$ 3 20
1 lb. packages (60)	3 20
½ lb. packages (120)	3 40
1 lb. 30 ½ lb. 60 } Packages, Mixed	3 30

SYRUP.

THE CANADA STARCH CO., LTD., CROWN BRAND CORN SYRUP.

2-1b. tins, 2 doz. in case	$2 65
5-1b. tins, 1 doz. in case	3 00
10-1b. tins, ½ doz., in case	2 90
20-1b. tins, ¼ doz. in case	2 85
Barrels, 700 lbs.	3¾
Half barrels, 350 lbs.	4
Quarter barrels, 175 lbs.	4¼
Pails, 38½ lbs.	1 95
Pails, 25 lbs. each	1 40

LILY WHITE CORN SYRUP.

2-1b. tins, 2 doz. in case	3 00
5-1b. tins, 1 doz. in case	3 35
10-1b. tins, ½ doz. in case	3 25
20-1b. tins, ¼ doz. in case	3 20

(5, 10 and 20-lb. tins have wire handles.)

ST. LAWRENCE SUGAR REFG. CO.

Crystal Diamond Brand Cane Syrup.

2-1b. tins, 2 doz. in case	$2 65
Barrels	0 03¾
½ barrels	0 04

CANNED HADDIES, "THISTLE" BRAND.

A. P. TIPPET & CO., Agents.

Cases, 4 doz. each, flats, per case	$5 40
Cases, 4 doz. each, ovals, per case	5 40

INFANTS' FOOD.

Robinson's patent barley, ½ lb. tins, $1.25; 1-lb. tins, $2.25; Robinson's patent groats, ½-lb. tins, $1.25; 1-lb. tins, $2.25.

BEAVER BRAND CORN AND MAPLE SYRUP.

Quart tins (wine measure), 2 doz. in case, per case	4 70

MOLASSES.

THE DOMINION MOLASSES COMPANY, LTD.

Gingerbread Brand.

2s, Tins, 2 doz. to case.

Quebec, per case	$1 85
Ontario, per case	1 30
Manitoba, per case	2 30
Saskatchewan, per case	2 60
Alberta, per case	2 70

DOMOLCO BRAND.

2s, Tins, 2 doz. to case.

Quebec and Ontario, per case	2 95
Manitoba, per case	3 40
Saskatchewan, per case	3 65
Alberta, per case	3 75
British Columbia, per case.	2 40
British Columbia, per case.	3 56

SAUCES.

PATERSON'S WORCESTER SAUCE.

½-pint bottles, 3 and 6 doz. cases, doz.	0 00
Pint bottles, 3 doz. cases, doz.	1 75

H. P.

	Per doz.
H. P. Sauce— Cases of 3 dozen	1 90
H. P. Pickles— Cases of 2 doz. pints	3 25
Cases of 3 doz., ¼ pints	2 20

STOVE POLISH.

JAMES DOME BLACK LEAD.

2a size, gross	2 50
6a size, gross	2 40

NUGGET POLISHES.

	Doz.
Polish, Black and Tan	0 85
Metal Outfits, Black and Tan	3 65
Card Outfits, Black and Tan	3 25
Creams and White Cleanser	1 10

TEAS.

THE SALADA TEA CO.

East of Winnipeg.

	Wholesale.	R't'l.
Brown Label, 1s and ½s	.33	.40
Blue Label, 1s, ½s, ¼s, and ⅛s	.40	.50
Red Label, 1s and ½s.	.46	.60
Gold Label, ½s	.54	.70

ORANGE MARMALADE.

"BANNER BRAND" PURE FRUIT PRODUCTS.

JAMS AND JELLIES.

2's	$ 2 15
4's	0 35
5's	0 42
7's	0 60
30's, wood	0 08
12-oz. glass jar	1 15
Tumbler, glass	0 95

MARMALADE.

2's, per doz.	$ 2 30
4's, per pail	0 40
5's, per pail	0 45
7's, per pail	0 65
30's, wood, lb.	0 08¾
12-oz. glass jar, doz.	1 20
Tumbler, glass, doz.	1 00

Prices subject to change without notice.

MINTO BROS., Limited, Toronto.

We pack in 60 and 100-lb. cases

All delivered prices.

MELAGAMA TEA.

	Whol.	Ret.
Red Label, 1s or ½s	0 29	0 35
Green Label, 1s, ½s, ¼s	0 32	0 40
Blue Label, 1s, ½s, ¼s	0 37	0 50
Yellow Label, 1s, ½s, ¼s	0 42	0 60
Purple Label, ¼s only	0 55	0 80
Gold Label, ¼s only.	0 70	1 00

MINTO TEA.

	Whol.	Ret.
Green Bag	0 29	0 35
Red Bag	0 32	0 40
Yellow Bag	0 37	0 50
Purple Bag	0 42	0 60

YEAST.

White Swan Yeast Cakes, per case, 3 doz. 5c pks.	1 20

IMPERIAL TOBACCO CO. OF CANADA, LIMITED, EMPIRE BRANCH.

Black Watch, 8s, butts 9 lbs., boxes 6 lbs.	$0 60
Bobs, 6s and 12s, 12 and 6 lbs.	0 46
Currency Bars, 12s, ½ butts, 12 lbs., boxes 6 lbs.	0 46
Currency, 6s, ½ butts, 9 lbs.	0 46
Stag Bars, 6½s, butts, 11 lbs., boxes 5½ lbs.	0 48
Walnut Bars, 8½s, boxes 7 lbs.	0 64
Pay Roll, thick bars, 8½s, 6 lb. boxes	0 68
Pay Roll, thin bars, 8½s, 5 lb. boxes	0 68
Pay Roll, plug, 8½s, 12 and 7 lb. caddies	0 68
Shamrock, plug, 7½s, ½ butts, 12 lbs., boxes 6 lbs.	0 57
Empire, 7s and 14s, caddies 15 lbs., ¼ caddies, 6 lbs.	0 56
Great West, pouches, 9s	0 72
Forest and Stream, tins, 11s, 2 lb. cartons	0 89

Compare the T & B ten cent plug with any other—and you'll decide it's the best buy

The tobacco in "T & B" plug smoking is the finest Virginia leaf carefully selected and expertly cured. "T & B" plug will win permanent customers for you. It will give you more profit and enables you to give better value for your customer's money. Stock "T & B." Order a caddy to-day.

YOUR WHOLESALER HAS IT.

TUCKETT LIMITED

HAMILTON, ONT.

Are You Interested

In Buying a Business?
In Selling a Business?
In Engaging a Clerk?
In Securing a Position?
In Securing a Partner?
In Disposing of Second - hand Fixtures?

Then you should use
Canadian Grocer's Classified Ad. Columns.

It should find for you among the progressive Grocers of Canada at least one individual who is on the lookout for just such a proposition that you have to offer.

CANADIAN GROCER reaches the retailer, the wholesaler, the manufacturer, the clerk and the traveller, just the men to whom you wish to sell or from whom you would buy.

No Other Paper Reaches All These Men.

RATES:
(payable in advance)
2c per word, first insertion.
1c per word, subsequent insertions
5c extra per insertion when replies are to be addressed c|o Canadian Grocer.

Canadian Grocer
143-153 University Ave., Toronto

Daily arrivals of fine, fresh, frozen

Lake Trout and Herring

also Pickled Herring. Just the thing for deliciously appetizing and economical meals. Big margin for the dealer.

¶ Only few hundred barrels Georgian Bay Apples left. Rush your order through —NOW.

Lemon Bros.
Owen Sound, Ont.

"St. Nicholas" Verdelli Lemons are here

TRACUZZI says:
"My 'St. Nicholas' are very fine—the best grown in all our gardens."

Ask your Jobber for "St. Nicholas"

If your jobber hasn't got "St. Nicholas," write me. I'll tell you who has.

J. J. McCabe
AGENT
Toronto

Buyers' Guide

WRITE TO
10 Garfield Chambers, Belfast, Ireland,
for Sample Copy of the
Irish Grocer, Drug, Provision and General Trades' Journal
If you are interested in Irish trade.

We are buyers of evaporated and farmers' dried apples. Prices and tags on application.
O. E. Robinson & Co.
Ingersoll Ontario

ESTABLISHED 1849
BRADSTREET'S
Offices Throughout the Civilized World
OFFICES IN CANADA:

Calgary, Alta.	Vancouver, B.C.
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Ottawa, Ont.	Toronto, Ont.
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Reputation gained by long years of vigorous, conscientious and successful work.
Thomas C. Irving, General Manager Western Canada
TORONTO

CHIVER'S
JAMS—JELLIES—MARMALADE
Are guaranteed absolutely pure and of the highest quality.
Send us your orders.
Agents:
Frank L. Benedict & Co., Montreal

EGG FILLERS
Our capacity is three times the total Filler requirements of Canada.
PROMPT DELIVERIES
by us are therefore certain.
THE TRENT MFG. CO., LTD.
TRENTON, ONTARIO, CANADA

Write us for New Price List of
WINDSOR SALT
TORONTO SALT WORKS
TORONTO, ONT. GEO. J. CLIFF, Manager

ST. MARC COFFEE
Gives all users entire satisfaction.
AUGUSTIN COMTE & CO., LTD.
725 Notre Dame E. Montreal

ASSIGNEES AGENTS, LIMITED
154 Simcoe Street, - TORONTO
Assignments—Collections.
Book-debts are money in the other man's pocket. We are good collectors of past due accounts—consult us—charges moderate.
Phone Adel. 919.

TANGLEFOOT
The Non-Poisonous Fly Destroyer
Destroys Billions of Flies every year—vastly more than all other means combined. Absolutely Sanitary.

FOR SALE
Fancy Creamery Butter, Selected Eggs, Fancy Dressed Poultry. Grocer Orders our Specialty.
Mann, Laurie & Co.
Phone 1577. London, Ont.

More than five million families annually testify to their superiority.

For twenty years the standard of clean, wholesome, natural, sun-cured, seedless raisins.

May be purchased from any wholesale grocer in Canada.

Canadian Agents:
Nicholson & Bain,
Winnipeg, Edmonton, Saskatoon, Regina.
Eugene Moore,
Toronto.
Universal Importing Company,
Montreal.

11 x 22 six-color display card mailed on application.

Always sold in this package.
AMERICAN VINEYARD COMPANY, Growers and Packers

CLASSIFIED ADVERTISING

Advertisements under this heading, 2c per word for first insertion, 1c for each subsequent insertion.

Where replies come to our care to be forwarded, five cents must be added to cost to cover postage, etc.

Contractions count as one word, but five figures (as $1,000) are allowed as one word.

Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

FOR SALE

TWO BOWSER SELF-MEASURING OIL tanks, enclosed in cabinet; nearly new; capacity 50 gals. each; sacrifice for quick sale. Box 95, Canadian Grocer, Toronto.

FOR SALE—GENERAL STORE SITUATED 21 miles west of London. Turnover $15,000.00. Stock $5,500.00. Good opening for energetic man. Will sell or lease store. Proprietor wishes to retire. Write to Box 87, Canadian Grocer, Toronto, Ont. 61115

GROCERY AND PROVISION BUSINESS FOR sale in thriving Ontario town. Well established; good location. Stock about $3,500. Turnover $22,500 a year. Write Box 92, Canadian Grocer, Toronto.

GROCERY STOCK AND FIXTURES—ALSO up-to-date Ice Cream Parlor in connection Busy season now on. Good live town. Low rental. Favorable lease. Owner retiring from grocery business. $1,000 more or less takes everything. Good snap. Box 94, Canadian Grocer, Toronto.

WANTED

WANTED—GOOD MANUFACTURERS' LINES to establish agency and handle on the road—Maritime Provinces. Write with full particulars. Box 93, Canadian Grocer, Toronto.

AGENCIES WANTED FOR STAPLE ARticles for first-class man with connection in the Ottawa Valley. Write Box 90, Canadian Grocer, Toronto.

GROCERY MAN, FIFTEEN YEARS' EXperience, open for position June 1st. Write Box 89, Canadian Grocer, Toronto.

WANTED—AN EXPERIENCED CLERK FOR General store. One who can speak English and French preferable. First-class references required. Apply Box 113, Comber, Ont.

EXPERIENCED SALESMAN OPEN FOR situation as agent or manager of branch in grocers' specialties, etc., for Maritime Provinces. Good traveller and salesman. Understands clerical work. Willing to accept moderate salary until ability proved. Good references. Address J. H., Post Office Box 3009, Montreal.

WANTED—WHAT ARE YOU WANTING? A clerk, a business, a salesman, a partner? An outlay at the rate of two cents a word will make your wants known throughout the Dominion to just the men who can satisfy you. See our rates above and send along your ad. to-day.

WANTED—A SITUATION AS MANAGER OR clerk in grocery and provision store, town or country. I am a first class window and shop dresser, bookkeeper, ticket writer and can command good business at soliciting. Salary moderate, good references. Box 91, Canadian Grocer, Toronto.

TRAVELLER, HAVING GOOD CONNECTION with grocery, feed and confectionery trade in Halifax and district, and able to furnish first-class references, will be pleased to hear from any manufacturer desiring representation in the territory mentioned. Address Traveller, Canadian Grocer. (43015)

MISCELLANEOUS

ACCURATE COST-KEEPING IS EASY IF you have a Dey Cost Keeper. It automatically records actual time spent on each operation down to a decimal fraction of an hour. Several operations of jobs can be recorded on one Limited. Office and factory, 29 Alice Street, an excellent combination — employees' time card. For small firms we recommend this as register and cost keeper. Whether you employ a few or hundreds of hands, we can supply you with a machine suited to your requirements. Write for catalogue. International Time Recording Company of Canada, Toronto.

BUCKWHEAT FLOUR GUARANTEED pure and unsurpassed by any mill in the province. T. H. Squire, Queensboro, Ont., solicits your orders.

WAREHOUSE AND FACTORY HEATING systems. Taylor-Forbes Company, Limited. Supplied by the trade throughout Canada. (tf)

THE NATIONAL CASH REGISTER COMpany guarantee to sell a better register for less money than any other house on earth. We can prove it. Make us. The National Cash Register Co., 285 Yonge St., Toronto.

EVERY MERCHANT WHO SEEKS MAXImum efficiency should ask himself whether a Gipe-Hazard Cash Carrier, as a time and labor saver, is not worth more than the high-priced labor which it liberates. Are you willing to learn more about our carriers? If so, send for our new catalogue J. Gipe-Hazard Store Service Co., Limited, 97 Ontario St., Toronto.

WANTED—ENERGETIC MAN TO SECURE subscriptions and renewals to MacLean's Magazine and The Farmer's Magazine. Good income guaranteed to capable person. Apply by letter, stating qualifications, to The MacLean Publishing Company, Limited, 143-153 University Ave., Toronto, Canada.

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will add to your profits
Kelway Langport England
grow and sell
SEEDS OF ALL KINDS
for Traders
Write to the actual wholesale growers for rock-bottom prices and illustrated catalogue.
Buy well ahead to secure
LOWEST PRICES.
WRITE TO-DAY

Coffee, Its History, Classification and Description
By Joseph M. Walsh
This is the most exhaustive, interesting and instructive book ever published on Coffee. It is attractively written and richly illustrated, and should be read by all who deal in or use Coffee. The contents include,
Cultivation and Preparation.
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Art of Blending, Preparing, etc.
This work, written by one of the greatest authorities in the world upon the subjects of Tea and Coffee, will be mailed to you postpaid on receipt of
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IT WILL PAY YOU TO SEND AT ONCE.
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to suggest
MAPLEINE
—delicious flavor for ices, punches, summer desserts.

Order from
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287 Stanley St., Winnipeg, Man.
CRESCENT MFG. CO.
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OAKEY'S KNIFE WELLINGTON POLISH

JOHN OAKEY & SONS, LIMITED,
LONDON . ENGLAND.
AGENTS
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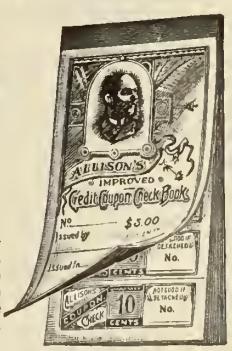
Minimize the Risk of Loss on Credit Accounts and bring in the money quicker—two mighty good arguments. Installing the Allison Coupon Book System in a store that has credit gives the same result as adding more capital to the business—and Allison Coupon Books cost almost nothing.
HOW THEY WORK:
When a man wants credit, give him an Allison Coupon Book, and have him sign form at the front, which becomes then his promissory note to you. As he buys, you tear out coupons, and when his book is exhausted you can collect his note or extend credit for another book, as you deem wise. No pass books, no charging, no time wasted, no errors, no disputes.


For sale by the jobbing trade everywhere.
Manufactured by
ALLISON COUPON COMPANY
Indianapolis, Indiana, U.S.A.

Take Advantage of This Service

Every week we have enquiries from readers in all parts of Canada asking trade questions. CANADIAN GROCER is in a position to answer these enquiries from its wide connection with the trade in all the large Canadian centres.

Do you want to know

The name of a manufacturer of any line?

The Canadian agents of an imported line?

The answer to a question of law?

The regulations regarding any food stuff?

The method of manufacture of any article of food?

Our services are at your disposal. As a subscriber to CANADIAN GROCER you are entitled to them.

Send in your enquiries to the

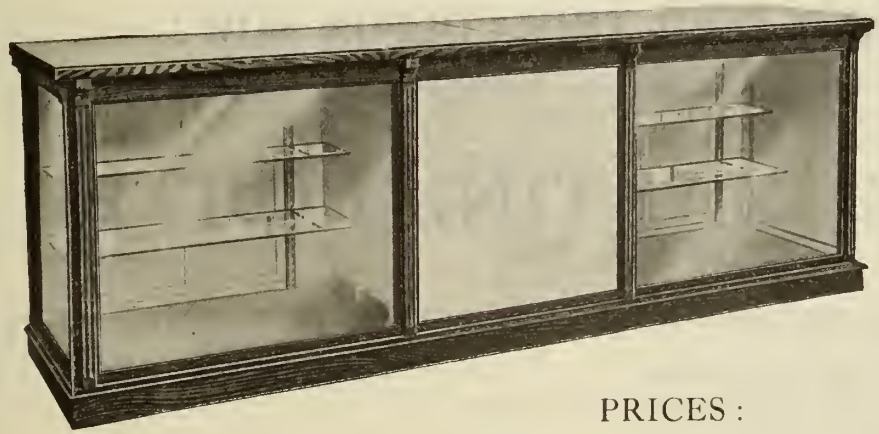
Service Dept., Canadian Grocer

143-153 University Ave., Toronto

Our advertising flashes into every corner of the country like a search-light and hunts out customers for GOLD DUST. The cleansing power of GOLD DUST, backed up by this persistent publicity, causes steady sales. Be sure to keep GOLD DUST prominently displayed at all times. If you don't the grocer who does will get the greatest benefit from this advertising.

THE N.K. FAIRBANK COMPANY
LIMITED

MODERN STORE FIXTURES



Refrigerator Counter
No. 9-0

Stock sizes 9′ and 11′

Opalite Top and Panel. Also furnished with marble or glass display top.

PRICES :

	9 Ft.	11 Ft.
Oak Top	$130.00	$160.00
Glass Top	135.00	165.00
Marble Top	145.00	175.00

STOCK ON HAND FOR PROMPT SHIPMENT

The Walker Bin & Store Fixture Co., Limited

BERLIN ONTARIO

Have You Got Yours?

The sales from our Watch Campaign are just what we expected. They are coming in steadily and our stock of watches is fast depleting.

The movement is the life of a Watch. Well! these watches have a very high-grade, eleven-jeweled movement; enclosed in a Gun Metal case, with double dust-proof back cover, they will last a life-time.

The goods offered are **Quality Products**, absolutely guaranteed, and are the equal of any in quality and better in price.

Send in a **Five-case Order** (assorted or of one kind). We'll send your watch by registered mail. **Look at it! Try it! Then:** if it is not better than we describe it, send back watch and goods.

THINK THAT OVER!

GROUP No. 3

PH. RICHARD—BRANDIES—

V. S. O. P., 12 Bottles	$14.00
V. S. O., 12 Bottles	12.00
V. O., 12 Bottles	10.25
10 ans (flute), 12 Bottles	12.00
20 ans (flute), 12 Bottles	17.00

Cases of 24 ½ Bottles, $1.00 more per case.

J. P. WISER & SONS, LTD.—RYE—

Red Letter, 12 Bottles	$ 9.25
Export, 12 Bottles	7.50

"RED RIBBON" GIN—

Red Cases, 15's	$11.50
Green Cases, 12's	6.00

MITCHELL IRISH AND SCOTCH WHISKIES—

Old Irish Ord., Qts., 12's	$ 7.75
Finest Old Scotch, 12's	13.00
White Star, 12's	12.00
Ex. Sp. Liquor, 12's	11.00
Heather Dew, 12's	9.25

MULLMORE SCOTCH

Ordinary Qts., 12's	$ 7.50
Pints, 24's	8.50

RUM—TURNER—

Cases of 12 Bottles	$ 8.00
Cases of 24 ½ Bottles	9.00

TERMS: Net 30 days. Freight prepaid to all points west of Quebec, and east of Toronto. Allowance to these points on orders going farther.

FILL OUT AND SEND THIS COUPON NOW!

Remember, the offer is good until June 15th. Make up your order—and get the **best watch** that was ever given to the Grocery Trade.

LAPORTE, MARTIN, LIMITÉE

584 St-Paul **Tel. Main 3766** **Montreal**

Fill in coupon with your order—tear off and mail to us. YOU WILL RECEIVE THE WATCH BY RETURN MAIL.

Messrs. Laporte, Martin, Limitee, 584 St. Paul, Montreal.

Please fill my order for the following goods in accordance with your offer:

.....

.....

.....

.....

.....

.....

Name ..... Address .....

N.B.—Specify whether a Lady's or Gentleman's watch is wanted.

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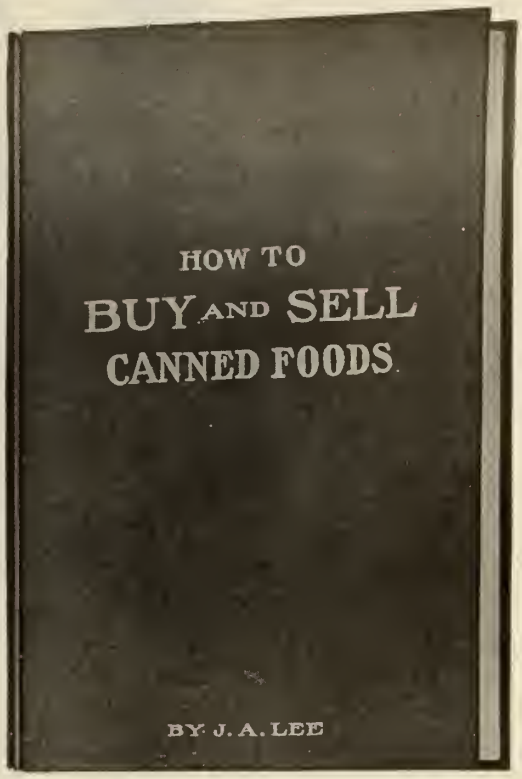

A Practical Text-Book of the Canning Trade

it was written by a practical man for practical men and intended to help all distributors of canned foods.

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Origin and History of Canned Foods.
How to Regulate Stocks and Purchases.
Apparent and Real Costs.
How to Handle Swells, Leaks and Rusties.
How to Prevent Business Leaks and Stealages.
Buying and Selling Futures in Canned Foods.
Use and Expense of Samples.
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A Model Business Organization.
Advantages and Disadvantages of Private Labels.
Advantages and Disadvantages of Packers' Labels.
Window and Counter Displays; Illustrated.
Hard Work and Hard Play.
Established Standards of Quality; for Corn, Peas, Tomatoes and other articles. Also standard sizes and kinds of cans used.

How to Buy, Grade and Sell Canned Apples, Asparagus, Beets, Blackberries, Blueberries, Cherries, Clams, Corn, Crabs, Gooseberries, Hominy, Kraut, Lima Beans, Lobster, Meats, Milk, Okra, Oysters, Peaches, Pears, Peas, Pineapple, Plums, Pork and Beans, Pumpkin, Raspberries, Red Kidney Beans, Salmon, Sardines, Spinach, Squash, Strawberries, Stringless Beans, Succotash, Sweet Potatoes.

This book contains more than 200 pages, is handsomely bound in cloth, printed in neat, clear type, on eggshell finish paper, completely indexed and well illustrated. Price $2.15 per copy, postage paid.

The MacLean Publishing Co., Limited
Book Department
143-153 University Ave. **TORONTO**

A Straight Talk from the Manager

Get It Circulating

The Editor of The Financial Post tells me "that deposits in Canadian chartered banks in April showed an increase of $23,000,000 over March, and that deposits in Canada showed an increase as compared with April, 1914, of $29,000,000."

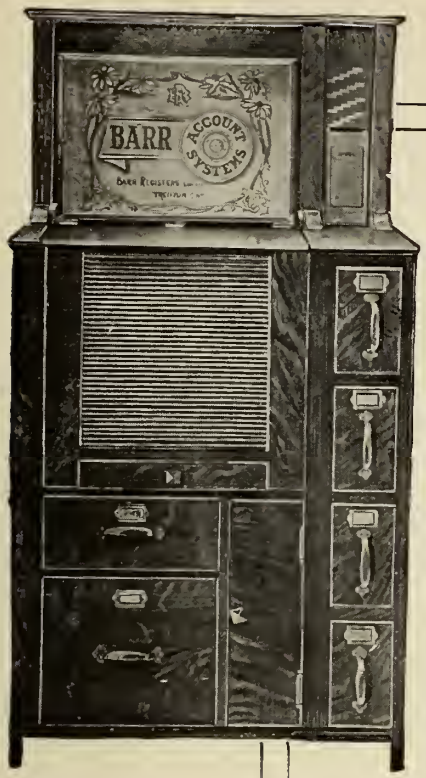
The great Canadian public has for the past two years indulged in the very salutary exercise of paying up its debts and is now rapidly accumulating stores of cash.

Climatic conditions have been, so far, favorable to crops generally, and the prospects are every week brighter for a good, possibly an immense crop for the greatest acreage on record, at profitable prices.

Canada has weathered ten months of war. Our citizens are adapting themselves to the new conditions just as our machine shops have adapted themselves to the production of 18-pound shells.

The point of these remarks is: Get after the business. It is to be had. Put all your energy into it. Expect business. Expect it from your clerks. The people have the money in the banks. It is your business to get it started circulating where it will do some good. It requires salesmanship, and the best stimulus to salesmanship is the close weekly study of Canadian Grocer editorial and advertising pages.

THE MANAGER.



This Year of Economy is Your Signal for Eliminating Waste

LET THE "BARR" ASSIST

Waste does not come alone in reckless buying, nor yet in stock-keeping. The big leakage comes in the bookkeeping—the handling of accounts.

No other credit system on the market equals the **Barr Account Register** system. It is the greatest money-saver you can put into your business.

The "Barr" is the simplest and most quickly operated system yet produced.

It has exclusive features which put it in a class by itself as an efficient account keeper and collector.

The Barr Register knows no bad accounts—it collects without offence and makes good customers of indifferent ones.

It eliminates night bookkeeping and cuts your days short.

Now is the time to economize by using the "Barr" system.

Mail This Coupon To-day

Barr Registers, Limited,
Trenton, Ont.

Gentlemen: We would be pleased to have you demonstrate the Barr Register, showing how it can save time and money for us.

Name .....

Street and Number.....

City .....Province.....

Barr Registers, Limited

TRENTON, ONTARIO

When You Think of Fried Cakes Think of Five Roses

TO THE MOST critical doughnut and fried cake maker in your district—sell FIVE ROSES FLOUR, Brother Grocer. Bread, puddings, pastries, biscuits, whatever she makes with FIVE ROSES is but another successful step towards the consumer's confidence. Repeats become automatic, each sale a fresh rivet in your goodwill.

No common flour will advertise you. Cheap flour never yet made a proud user. But the FIVE ROSES user displays her triumphs to her friends. Why not sell the flour that makes consumers ambitious! Make every hungry mouthful pay you a royalty—sell

Five Roses*
FLOUR *for Breads-Cakes Puddings-Pastries*

In the famous FIVE ROSES Cook Book, a whole chapter is devoted to the old and new ways of turning FIVE ROSES into toothsome nuts of dough that digest unconsciously. Everything that can be made of flour, tried and tested, is shown therein. Already more than 200,000 Made-in-Canada housewives are using this book, becoming better buyers of flour, better users, better customers for dealers who sell FIVE ROSES. These are the customers that radiate success.

Packed to suit *your* trade, ask for FIVE ROSES. At your jobber's or write our nearest office.

LAKE OF THE WOODS MILLING CO., LIMITED

Toronto, Ottawa "*The House of Character*" Winnipeg, Keewatin
London, Daily Capacity 13,700 bbls. Vancouver
St. John, Sudbury MONTREAL Calgary, Medicine Hat

*Guaranteed NOT BLEACHED—NOT BLENDED

FEATURING SELLING SUMMER DRINKS

CANADIAN GROCER

Only Weekly Grocery Paper Published in Canada

THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. XXX PUBLICATION OFFICE: TORONTO, JUNE 11, 1915 No. 24

Be prepared for the heavy

Preserving Season Demands

for

Redpath

SUGAR

The REDPATH series of Original Packages, introduced in 1912—2 and 5-lb. Sealed Cartons and 10, 20, 50 and 100-lb. Bags—give splendid chances for display, and enable you to fill any order without breaking bulk or wasting time or sugar.

More important still, the established REDPATH reputation, and the uniform quality behind it, ensure heavy sales and satisfied customers.

CANADA SUGAR REFINING COMPANY, LIMITED, MONTREAL

Make extra sales of Cox's and you will make many extra profits. This is an opportune time to feature this leader in your displays.

A delicious summer dessert instantly prepared

Cox's Instant Gelatine is the standard the world over. As a delicious, easily prepared summer dessert it is unsurpassed. Just the thing for serving with fresh fruits. The contents of one package will make two quarts of sparkling jelly.

Your customers will appreciate the absolute purity of Cox's and will be delighted with the delicious flavor.

COX'S

BRITISH MADE

Winnipeg
Tees & Persse, Limited

Montreal
Arthur P. Tippet & Co.

Vancouver
Martin & Robertson, Limited

Lantic Sugar

for Preserving

Give your customers the "Quality Sugar," made in the most up-to-date refinery in the world.

Your Wholesaler Will Supply You.

No Woman likes half-withered Lettuce, Celery, Tomatoes, etc.

Nor does she like fruits that lack that fresh, inviting appearance, and never will she find them in your store if you use an **Arctic Silent Salesman Refrigerator**, for it keeps them fresh and crisp, at just the right temperature and enables you to display butter, lard, cheese, cooked meats, etc., without loss from spoilage.

This is a handsome double glass oak case in 6 and 8 ft. lengths.

Write for catalog giving full description and prices.

John Hillock & Co., Ltd.
TORONTO, ONT.

SYMINGTON'S

(Regd. Trade Mark.

COFFEE ESSENCE

The housewives back up Symington's—they buy it regularly. They enjoy its convenience, deliciousness and economy—a cup can be prepared in a moment by the simple addition of boiling water.

Symington's quickly enhance profits. You should handle this quality line. All wholesalers can supply you.

Agents: Ontario—Messrs. W. B. Bayley & Co., Toronto. Quebec—Messrs. F. L. Benedict & Co., Montreal. Vancouver and Winnipeg—Messrs. Shallcross, Macaulay & Co.

THOMAS SYMINGTON & CO., Edinburgh and London

COIN PURSES

(Our new penny piece)

NIGHT STICKS
WHISTLES
FLEXIBLE STICKS
CIGARETTES

and a full line of attractive and quick-selling Licorice Specialties.

Order from your Wholesaler

Everything in Licorice for Grocer, Druggist and Confectioner

MADE IN CANADA

National Licorice Company
MONTREAL

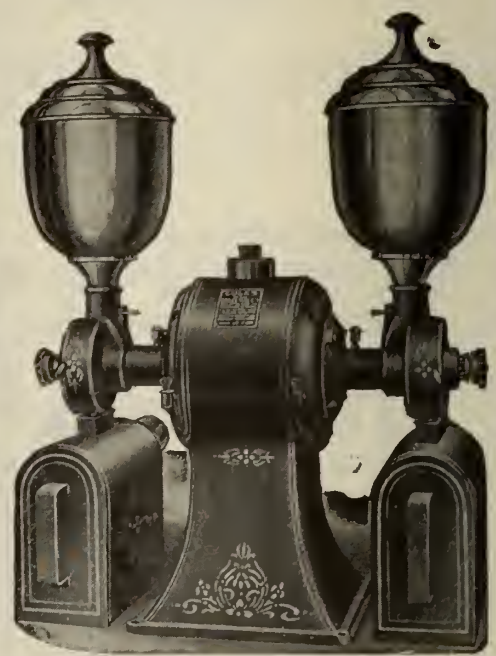
More Than Ever in a Class by Itself

One of our 12 new models. Wouldn't it be a good idea then to look into the Coles?

It ranks with the best and meets your price.

26 models of electric machines.

Makers of Hand Coffee Mills for twenty-five years.



COLES MANUFACTURING CO.
1615 North 23rd St. **PHILA., PA.**

AGENTS: Chase & Sanborn, Montreal; The Codville Co., Winnipeg; Todhunter, Mitchell & Co., Toronto; James Turner & Co., Hamilton, Ontario; Kelly, Douglas & Co., Vancouver, B.C.; L. T. Mewburn & Co., Calgary, Alta.

An interior display *of* E.D.S. Grape Juice will prove to be a money-maker

The Summer days will soon warm up to "Old Sol," thirst days will develop, grape juice will be the big seller.

And right now is the time to get your stock of E. D. S. Grape Juice on display. Show it in your windows, display it on your counter. In fact you will find that a nicely arranged interior display right in the centre of your store, with an attractive show card, will turn the trick and produce good business. Word the card like this:

"Take home a bottle of Canada's finest Grape Juice—E.D.S. Absolutely pure juice of the finest Concord Grapes."

We supply advertising cards.

Order a supply of E.D.S. Grape Juice to-day.

E. D. Smith & Son, Limited

WINONA, ONT.

Agents:

NEWTON A. HILL, Toronto; W. H. DUNN, Montreal; MASON & HICKEY, Winnipeg; R. B. COLWELL, Halifax, N.S.; A. P. ARMSTRONG, Sydney, N.S.

BORDEN MILK Co. LIMITED
EAGLE BRAND
Trade Mark of BORDEN MILK COMPANY LIMITED
GAIL BORDEN
EAGLE BRAND
By which their PRESERVED MILK will hereafter be designated and for additional protection against imposition each Label will bear the signature.
Gail Borden
BORDEN MILK COMPANY LIMITED
MONTREAL, CANADA.

The Surest Sales-bringers for Summer Trade

Borden Milk Products have made themselves so indispensable for summer outings, camps and general home use, you'll find them your surest sales-bringer for heavy summer trade.

Get up a window or counter display to-day featuring these high quality lines. Their purity, convenience and deliciousness will bring you larger, steadier sales the year round.

Get your nearest wholesaler to replenish your stock to-day.

Borden Milk Co., Limited

"Leaders of Quality"

MONTREAL

Branch Office: No. 2 Arcade Building

Vancouver, B. C.

"Baba with the Bath"

(Canada's 105-year-old Pioneer)

"Yes, lad, I've been in Quebec where this 'ere tobacco was made, but it's a long time ago. Guess I'd hardly know the place now. I landed there off the East India trading vessel—the Brightman—on July 30th, 1837, after what was then a fairly fast voyage, six weeks and three days from London."

"Sure we had tobacco, and it tasted good, too, during that long journey, but 'twas no such a chew as this, lad. It was in long, half-inch coiled rope, and was known as 'Pig Tail'—guess that was the sailors' nickname."

"Got to go, son, to beat this 'ere **'King George Navy.'** It's the best I believe I ever tasted—always nice and fresh and don't dry out. Y'know when an old fellow's teeth are all gone he don't care to bite into anything very hard."

"Good-bye, lad, drop in and see me again. You'll always find 'Old Baba' pottering around his little garden 'ere—have another chew of 'King George' 'fore you go?"

Rock City Tobacco Co., Ltd.

Quebec and Winnipeg

The Demand Is Increasing You Can't Overstock

You need not be afraid of overstocking O-Cedar Polish. The demand, owing to our big advertising campaign, is increasing steadily, day by day. A housewife would just as soon be without soap as without

O-Cedar Polish

(Made-in-Canada)

She knows how much work it saves her and how bright and clean it keeps everything. And she must have it to renew her O-Cedar Polish Mop with. Just show it on your counter and it will sell.

Your Jobber Will Supply You.

Channell Chemical Co., Limited

369 Sorauren Ave., Toronto

Simcoe Pork and Beans

Help you by helping your customers make better appetizing meals at small cost and no effort.

Simcoe Pork and Beans always sell well in the warm summer weather. Other grocers will be selling them fast at case at a time. What about You?

Re-stock "Simcoe Brand" to-day.

DOMINION CANNERS LIMITED
MADE IN CANADA
HAMILTON

The Evidence of Quality

Tighten Your Grip on Jam and Bottled Goods Sales

Ensure getting bigger, steadier Jam sales by seeing to it every brand in your store is sealed with Anchor Caps.

The manufacturer proud of his product protects its flavor, its goodness, its purity against all possible change, with the positive security of Anchor Caps.

To fail to give you this guarantee of safety is to withhold from you your most convincing sales inducement.

People have come to look for Anchor Caps on all bottled goods. They know it stands for better flavor, absolute purity, delicious goodness.

To see you pushing goods less secure than those sealed with Anchor Caps is to doubt your sincerity or interest in their behalf.

Why let goods of doubtful security hamper your sales or turn trade elsewhere?

Get a positive clinch on bigger, steadier Jam sales by seeing to it every brand in your store is sealed with Anchor Caps.

Insist on Anchor Caps To-day.

Anchor Cap & Closure Corporation of Canada
LIMITED
Sudbury St. West, Foot of Dovercourt Road **TORONTO, CANADA**

WHEN trade begins to boom it will be exceedingly difficult to jump in, overtake and pass the man who continued, even in times of depression, to paddle his advertising canoe.

It will require a high power campaign and lots of anxiety to do it. Even at that the persistent advertiser may beat the other fellow to it.

Gets the Summer Trade

Sterling Raspberry Vinegar

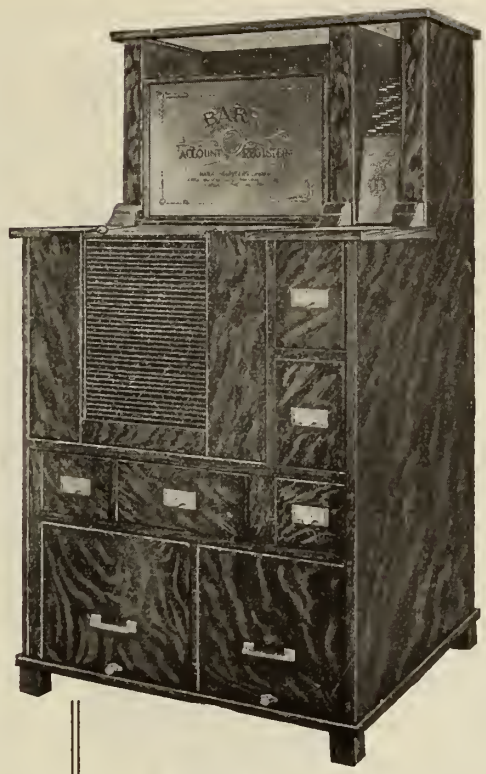
Hot, stifling Summer days will quickly create a heavy demand and keep them coming to your store for more of that deliciously cooling and healthful beverage — "Sterling" Raspberry Vinegar.

Don't wait until they have formed the habit of visiting the soda fountain across the street.

Get the good profit and extra business **yourself.**

Stock "Sterling" Raspberry Vinegar to-day.

T. A. Lytle & Co., Limited
Sterling Rd., Toronto



THE "BARR" WAY *of* collecting your slow accounts

The "slow pay" habit is acquired often, yes, we might say almost invariably, through too much leniency on the part of the Grocer, who does business in the old-fashioned "day-book and ledger" way.

It's easier when you're busy to tell a customer you will make out and send her account than it is to tell her "right-off-the-bat" what it is and have it settled up.

It doesn't pay to act indifferently about collections, for it breeds indifference in your customers, with the result that they neglect paying until the account is so large that it begins to hang fire and becomes a source of worry.

Not so with the

"Barr" Register System

OF ACCOUNT COLLECTING, for every time a purchase is made your customer gets her bill totalled with her account rendered to date —no chance for her to plead ignorance of its size—no excuse for her to let it run—she is simply reminded in a matter-of-course way which cannot give offence.

The result is your slow accounts never materialize to become a burden to your customers or yourself.

They know and they know that you know—they pay,

and your capital is not tied up in slow accounts and bad debts.

Does the Barr Register way of accounts handling interest you? If so, **write for full particulars.**

Barr Registers, Limited
TRENTON, ONT.

ROBINSON'S

Of BRISTOL, ENGLAND

FOR

Tea and Coffee Bags

Paper Bags of All Kinds

Wrapping Papers

(ROLLS OR SHEETS)

Color Printing

EVERYTHING IN PAPER AND PRINTING FOR THE PACKER AND WRAPPER

WRITE—

J. W. PINKHAM

73 Boustead Ave. Toronto, Canada

Canadian Representative for
E. S. & A. ROBINSON, Limited, BRISTOL, ENGLAND

Freeman's Improved Standard

Cold Dry Air **Refrigerator**

for

Butchers
Grocers
Creameries
Householders
Restaurants
Hospitals
and all
Institutions

SATISFACTION GUARANTEED

Send for Catalogue, Price List and Discounts

The W. A. Freeman Co., Limited

Hamilton **Ontario**

"It Never Cakes"

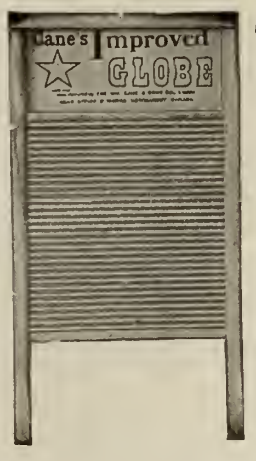
This is the way one blushing little bride puts it —Sifto Table Salt never cakes, always answers to the gentle shake with a nice even flow.

Sifto Table Salt

is scientifically prepared so that it runs free, put up in handsome germ and damp proof packages which make an attractive display.

Order a stock now and show it in your window. Solve the house wife's salt problem.

The Dominion Salt Co.
Limited
Sarnia, Ont.



The Former Price Buys a Much Better Board

Changing the zinc plate on CANE Wash Boards to ALUMINUM is going to prove a mighty good thing to you grocers.

The very fact that the housewife gets a much more serviceable board at the same price she has always paid for former styles, gives you a strong hold on new and bigger trade.

Aluminum is a much better material. Less liable to crack, split or carry defects that will tear the clothing. Lasts much longer, easier to keep clean.

Let your trade know about this important change —brought on by the effect of war on the price of zinc. Speak to your customers to-day.

The Wm. Cane & Sons Company
Limited
Newmarket, Ont.

ON ACTIVE SERVICE

OCEAN BLUE is in the front rank.

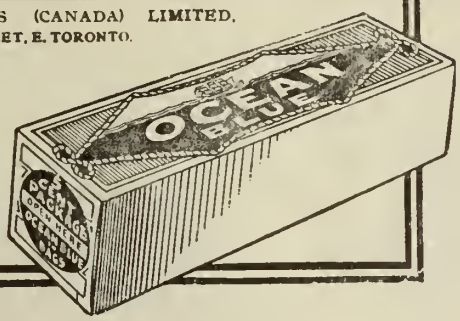
It has advanced in favour by reason of its superior quality, great effectiveness, and the invariably excellent results it produces. You do justice to your own good judgment when you recommend

OCEAN BLUE

Order from your Wholesaler

HARGREAVES (CANADA) LIMITED,
33 FRONT STREET, E. TORONTO.

Western Agents: For Man., Sask. & Alta., Nicholson & Bain Winnipeg, Regina, Saskatoon, Calgary and Edmonton. For B.C. and Yukon: Donkin, Creeden & Avery, 117, Arcade Buildings Vancouver, B.C.



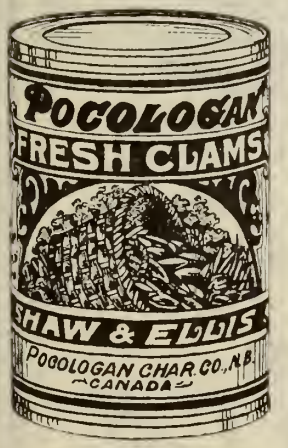
"SOVEREIGN"
SALMON

FINEST BRITISH COLUMBIA SOCKEYE

QUALITY IS OUR FIRST CONSIDERATION

PACKED BY
THE ANGLO BRITISH COLUMBIA PACKING CO.
LIMITED
VANCOUVER, B.C.

Indian Chief Brand
CLAMS



Canned the same day they are taken from the Clam Beds. They are, therefore, always fresh and good when put into the cans. They have the real Clam flavor. Once your customers buy these they will not be satisfied with any other.

Just what the Restaurant Trade are looking for

Your Jobber will Supply You

Shaw & Ellis, Pocologan, N.B.

AGENTS:
Montreal, R. B. Hall & Son **Ottawa, William Forbes**
Quebec, A. Francois Turcotte

When you sell

HEINZ
57
VARIETIES

PURE FOOD PRODUCTS

You give your customers—
Goods Made in Canada—
from Canadian Materials—
by Canadian Employes.

H. J. HEINZ COMPANY

Canadian Factory:—Leamington, Ont.
Warehouse:—Toronto

On the News Stands

The Mad Major

There is a story told in the British trenches of an officer known as the Mad Major, who goes up and down the lines directing the British artillery where to fire to find the German batteries. And everywhere he goes he spreads a trail of death on the opposing lines—for the Mad Major is infallible. Many British successes are credited to his uncanny powers.

The legend of the Mad Major is believed in the ranks; and it will be recounted long after the war is over. The story is told for the first time by George Eustace Pearson in the course of his latest article in MACLEAN'S MAGAZINE, "Why the Offensive is Now Ours." Mr. Pearson tells many other gripping stories of life in the trenches, and gives an insight into the viewpoint of the soldier individually and as a unit. He tells how it is that the men in the trenches no longer sing "Tipperary," but often strike up a doggerel chorus, "I want to go over the sea, where the Germans—they can't get at me, I want to go home," singing it loudly, satirically, so the Germans can hear—and then charge the opposing line with reckless abandon, even with gusto. He tells of the change in the faces of the men in the trenches: Young men have become old, aging years in weeks. They are quiet, thoughtful, grim. And he tells *why the offensive is now ours, and why we cannot fail to succeed ultimately.*

This article is the truest picture of real war yet published. It is the work of a trained writer who, instead of following the course of other war correspondents, enlisted in the ranks with the Princess Patricias, *so that he could see the fighting at first hand. Don't fail to read it in the June MacLean's.*

In the June Issue appears another strong war story by C. Lintern Sibley, who wrote "How the Canadian Armada was Saved."

ASK YOUR NEWSDEALERS FOR JUNE

MACLEAN'S

The MacLean Publishing Company, Limited

143-153 University Avenue - - - TORONTO, CANADA

When You Buy Made-in-Canada Goods

Your principles are good, BUT you must not overlook the fact that your customers want

The Very Best Made in Canada

and that is

Clark's

Pork and Beans

Made from Canadian Products by a strictly Canadian Firm employing Canadian Labor and Capital, and enjoying The Canadian Demand.

W. CLARK Limited, MONTREAL

Tartan BRAND

THE SIGN OF PURITY

We have secured before the advance a very large import of famous

Phulcherra Garden Teas

These are recognized the highest type of Indian Tea, and we are offering this tea 5c. lb. below the present cost of importation. See our travellers or write for samples.

BALFOUR, SMYE & CO., Wholesale Grocers **HAMILTON**

'Phones, 3596, 3597, 3598, 4656; Night 'Phone, 1807.

Have No Hesitation

in recommending to your best customer

'Bluenose' Butter

It always opens up in excellent shape, and its quality and flavor are remarkably fine. Taste "Bluenose" yourself! Then you'll feel more enthusiastic about recommending it.

SOLE PACKERS.

SMITH & PROCTOR - HALIFAX, N.S.

SMITH AND PROCTOR

SOLE PACKERS

Halifax - N.S.

Sanitary Cans

"The Can of Quality"

Fruits, Vegetables,
Baked Beans, Soups,
Meats and Milk.

Sanitary Can Company

LIMITED

NIAGARA FALLS, ONTARIO

St. Lawrence Granulated

THE ALL PURE CANE SUGAR

To be had in three different sizes of grain to suit all requirements.

FINE GRAIN	MEDIUM GRAIN	COARSE GRAIN
ask for	ask for	ask for
RED LABEL	BLUE LABEL	GREEN LABEL

LARGEST MAKERS IN THE WORLD

Tin Foil—all descriptions

Tea Lead—all gauges and sizes

Metal Bottle Capsules—any size, color or stamping

Collapsible Tubes—plain or colored

ALL BRITISH MADE

Send specification of your needs or samples of what you now use — stating qualities — We will give you BEST QUALITY — BEST DELIVERY — BEST PRICES

BETTS & COMPANY, LIMITED

Chief Office:—1 Wharf Road LONDON N., ENGLAND

A Business Convention With A Spice of Good Fellowship

The Associated Advertising Clubs of the World will hold their Eleventh Annual Convention in Chicago from June 20 to 24

The distribution problem of the fields represented by this publication and other trade and technical journals will receive particular attention.

This convention will surpass those of previous years in size, in thoroughness, in scope and in results. The great war has broken down walls and built new ones. It has rearranged existing markets and has created new ones. The problem constantly before every wide-awake business man is, "How can I meet new conditions; how can I profit by them?"

These questions will be discussed from every one of their thousand and one angles by some of the brainiest merchandising men in the country. They will be analyzed in the broad sense in the general discussions and in detail in each of the various departmental meetings.

The convention won't be all work and no play. The lighter side of life, social frivolity, won't be neglected, but won't be overworked. Good fellowship and a spirit of jovial comradery have always been an important part of our conventions.

There will be entertainments, shows, pageants, receptions, auto drives, lake trips, and luncheons and shopping visits to the famous State Street shops for the ladies. Bring your wife, daughters and sisters. The programme has been arranged so that visitors can combine education with recreation.

President Wilson, conditions permitting, will head a notable array of speakers. Hon. W. J. Bryan, John Fahey, Henry Watterson, George Horace Lorimer and Arthur Brisbane will be among the others heard.

Remember the date—June 20-24, the place—Chicago, and be there.

For special information, address the Convention Bureau, Advertising Building, 123 Madison St., Chicago.

Canadian Grocer, 143 University Ave., **Toronto**
Montreal, Winnipeg, Boston, New York, Chicago, London, Eng.

TEA

The situation since last August has been most difficult, but we have always endeavored to have Tea for our customers at the market price, and we will continue this policy as long as it is possible to get Tea, regardless of what the price may be.

Send us your enquiries and we will cheerfully send you samples of any Tea you ask for at the market price.

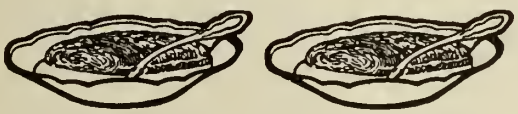
John Duncan & Co.

Established 1866 MONTREAL

From Tokio to London

from Quebec to British Columbia—from Hudson Bay to Mexico—in every clime where people give some intelligent thought to the nutritive value of foods

Shredded Wheat



is known as the top-notch breakfast cereal—the cereal that is always the same quality, always the same price. No grocer can do business without the cereal that is now recognized as a staple. No free deals—no premiums—just a good, steady profit, and a firm, steady demand which we create through continuous, persistent educational advertising.

MADE IN CANADA

The Biscuit is packed in odorless spruce wood cases which may be easily sold for 10 or 15 cents, thereby adding to the grocer's profits.

The Canadian Shredded Wheat Co., Limited

Niagara Falls, Ontario

79-L

Cleave's

CELEBRATED

DEVONSHIRE CREAM

Chocolate

A high-grade and up-to-date article, showing an excellent profit and giving increasing satisfaction.

THE CHOCOLATE THE PEOPLE WANT.

Also other new and attractive 5 cent lines.

AGENTS:

MONTREAL—F. Davy & Co., 6 St. Sacrament St.
TORONTO Mason's Ltd., 25 Melinda St.
WINNIPEG—Hamblin & Brereton, Ltd., 149 Notre Dame Ave. E.
VANCOUVER—Hamblin & Brereton, Ltd., 842 Cambie St.

JOHN CLEAVE & SON, LIMITED

CREDITON, DEVON, ENGLAND

Manufacturers' Agents and Brokers' Directory

The Canadian market is over three thousand miles long and extends from the peach belt to the Arctic Ocean. Manufacturers and merchants can not hope to cover this market satisfactorily or get the best out of their Canadian opportunities without the assistance of local agents. The following firms in all parts of Canada are prepared to act as agents for good lines. The service department of the Canadian Grocer is at the disposal of firms wanting agents or of agents wanting agencies.

ONTARIO.

HENRI DE LEEUW
28 Front St. E., Toronto.
IMPORTER-EXPORTER
FOODSTUFFS
Connections all over the world.

W. G. A. LAMBE & CO.
TORONTO
Established 1885
SUGARS FRUITS

W. H. Millman & Sons
Wholesale Grocery Brokers
Toronto Ont.

Headquarters for Evaporated Apples and Canned Tomatoes.

W. G. PATRICK & CO.
Limited
Manufacturers' Agents and Importers
51-53 Wellington St. W., Toronto

STIRLING & YOUNG
General Brokers Phone Main 4331
27 Wellington St. E., TORONTO
We wish to get in touch with exporters of Raw Sugars.
Reference : : : Bank of Montreal

WESTERN PROVINCES.

GEORGE E. MEASAM
COMMISSION MERCHANT
Agencies for confectionery lines solicited. My representatives canvass the retail trade every six weeks in the Country and every two weeks in the City. P. O. BOX 1721,
Edmonton, - - - - - Alberta.

H. P. PENNOCK & CO.,
Limited
Wholesale Grocery Brokers and Manufacturers' Agents.
WINNIPEG. REGINA.
We solicit accounts of large and progressive manufacturers wanting live representatives.

W. H. Escott Co.,
LIMITED
Wholesale
Grocery Brokers and
Manufacturers' Agents
Commission Merchants
WINNIPEG REGINA
CALGARY EDMONTON

WATSON & TRUESDALE
Wholesale Commission Brokers and Manufacturers' Agents.
120 Lombard Street
WINNIPEG - MAN.
Domestic and Foreign Agencies Solicited.

FRANK H. WILEY
Manufacturers' Agent
Groceries and Heavy Chemicals
Enquiries solicited for shipment from Spot stock Winnipeg or for Import.
757-759 Henry Avenue, Winnipeg

RUTTAN, ALDERSON & LOUND
LIMITED
COMMISSION BROKERS
Representing Canadian and British Houses
Agencies Solicited.
WINNIPEG. - MAN.

BRITISH COLUMBIA.

The Campbell Brokerage Co.
Manufacturers' Agents and Commission Brokers.
We have our own warehouse and trackage. Shipments stored and distributed. Can give special attention to a few good agencies.
857 Beatty Street - -Vancouver, B.C.

NEWFOUNDLAND.

T. A. MACNAB & CO.
ST. JOHN'S - NEWFOUNDLAND
MANUFACTURERS' AGENTS
and COMMISSION MERCHANTS
Importers and exporters. Prompt and careful attention to all business. Highest Canadian and foreign references. Cable address: "Macnab," St. John's. Codes: A, B, C, 5th edition and private.

QUEBEC.

W. J. McAULEY
Commission Broker
Flour, Feed, Grains, Potatoes.
We are open for a good agency in foodstuff line, calling on the retail trade.
522 Board of Trade Bldg., Montreal

THEY ARE GOOD OLD STAND-BYS

Baker's Cocoa and Chocolate

Registered Trade-Mark

are always in demand, sell easily and are thoroughly reliable. You have no selling troubles with them.

Trade-mark on every genuine package

MADE ONLY BY
Walter Baker & Co. Limited
Established 1780
Montreal, Can. Dorchester, Mass.

Want Ads.

If you want a buyer for your business, or have a situation to fill or want a situation, send us a Condensed Advertisement. There is someone who is looking for a proposition such as yours. For two cents a word you can speak across the continent with a condensed advertisement in this paper.

Try it out.

Keep Posted

on the Development and Progress of Canadian Affairs

MacLean's — *a Made-in-Canada Magazine* — for keeping its readers posted on the progress and development of things Canadian.

You will be interested in the series by the inimitable *Gadsby*. There is only one H. F. Gadsby—witty and discerning political writer, master of josh and jolt, coiner of epigrams and greatest of paraphrasers — and Gadsby is giving his very best work to *MacLean's Magazine* in a series of sketches of prominent Canadians.

Other writers known to you contributing are: Alan Sullivan—master of prose; L. M. Montgomery, author of "Anne of Green Gables," "Anne of Avonlea," etc.; Dr. Orison Swett Marden, W. A. Craick, Madge McBeth, Margaret Bell and Britton B. Cooke.

20 cents a copy. $2.00 a Year.

The MacLean Publishing Co., Limited

143 University Ave , Toronto, Canada

Finest French Packed OLIVE OIL

(EXTRA VERGIN)

½ Gal. Tins - - $1.10 per Tin
(20 Tins to Case)

Gal. Tins - - $2.15 per Tin
(10 Tins to Case)

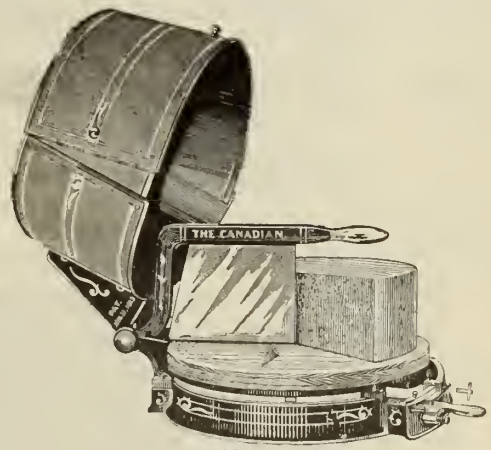
These prices are away below cost of importation

Write, Wire or Phone at our Expense
Adelaide 1057, 941, 867

Warren Bros. & Co.

LIMITED

Queen and Portland Sts., TORONTO



The CANADIAN Open.

If you supply your clerks with

Antiquated Methods

of doing business you cannot blame them if you get antiquated results and

Little Money.

To do away with one of those antiquated methods buy a

Canadian Cheese Cutter

and the results will be

More Money

COMPUTING CHEESE CUTTER CO.
WINDSOR, ONT.

Lovers of Things Canadian

will find a wealth of interesting information on national Canadian affairs and interesting facts about prominent Canadian characters, Canadian enterprise, and the value of our country's national resources, in each issue of

MacLean's Magazine

The editorial contents of July MacLean's will include the following features:

An article on the Building Situation in Canada, showing that the present is a good time to build from an economic as well as a patriotic standpoint.

"Our Mountain Heritage" is the title of an article on the value of the Rocky Mountains from a national standpoint by Prof. Sissons. It will be illustrated by some particularly fine views in the Rockies.

H. F. Gadsby will contribute an article on Carvell, the Liberal Whip in the House of Commons.

An article on Efficiency, outlining some of the steps which have been taken by Canadian firms to improve their methods and their output. This article was arranged for last month, but had to be held over.

"Masterfulness and Physical Vigor" is the title of Dr. Marden's article.

Biographical articles will appear by E. J. Dennis, of Calgary, the Irrigation expert, and Mrs. Nellie McClung, of Edmonton, who played a big part in the downfall of the Roblin Government in Manitoba.

A short article on the greatest fishing section of Canada, the Temagami, will appear.

The fiction will include instalments of the two serials and short stories by Alan Sullivan, L. M. Montgomery, and a war story by Mrs. Cuthbert, who manages the Cuthbert tours in Europe. Mrs. Cuthbert is a new writer but a very promising one.

Get your July copy from your newsdealer.

20 Cents a Copy. **$2.00 a Year.**

The MacLean Publishing Company, Limited

143-153 University Ave., Toronto, Canada

That peculiar 'something'

that is so agreeable in "SALADA" TEA is, to some extent, due to blending, but it goes further than that and is to be traced to the fine, high-grown teas that are selected for the blends. These high-grown teas, even in normal times, cost much more than ordinary teas, and, when markets show the unprecedented advance that they have recently, it is immediately apparent to everyone that the blender must either charge more money for his product, have recourse to cheaper teas for his blend or add dust to make cheap weight.

Some choose one method, some another. For twenty-three years now, we have elected to always give exactly the same tea in every way, and when the markets demand it, we have advanced the price. Our future policy will assuredly be guided by our past.

"SALADA"

TORONTO MONTREAL

Purity TABLE SALT

—the Salt that wins out as a pure, economical Salt, put in any way desired.

You should introduce our handy, free-running, Sanitary, **Moisture-Proof Package.**

—Just what you are after. Makes shaker filling easy and prevents moist or caked Salt.

Purity Salt is the product of the most vacuum salt manufacturing plant.

The
WESTERN SALT CO.
LIMITED
COURTRIGHT,
ONT.

Ever Figure the Reason

why so many leading grocers, butchers, hotels, restaurants, etc., all over the Dominion, use and recommend **Eureka** Refrigerators?

It's Just This

The **Eureka** has stood the service test for nearly thirty years, and each refrigerator is backed up by the greatest cumulative experience.

Then at the heart of things, its principle is scientifically correct. It embodies the most improved scientific principle of cold, dry air circulation yet devised.

Prompt shipment can be made from stock in hand, and special Refrigerators to suit any place or for any purpose are made up on short notice. Send for catalogue, or call at 31 Brock Avenue.

Eureka Refrigerator Company

31 Brock Ave. Limited TORONTO

The womanly instinct shows up when Mrs. Newly Wed has her first real washing done at home

No matter how inexperienced she has been, when wash day comes she at once remembers how her mother went about the process—she sends for the soap her mother used, and the blue in the little cube with the blue wrapper—"**Keen's Oxford Blue,**" and you, Mr. Grocer, will help her produce satisfying results by supplying this Blue of Blues. Don't let Mrs. Newly Wed go elsewhere for her blue—keep your stock of Keen's Oxford Blue always to the fore.

Write your nearest wholesaler to-day.

MAGOR, SON & CO., Limited

403 St. Paul Street, MONTREAL **30 Church Street, TORONTO**

AGENTS FOR THE DOMINION OF CANADA

Filled in 9 Seconds—No Miscounts
—Your Ad is on Each Tray

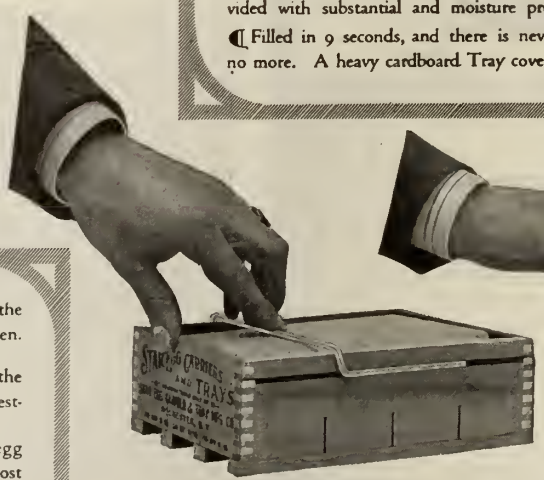
One Broken Egg Means the Profit Is Lost on a Dozen.

¶ And that isn't the worst feature—for too often it means the loss of a customer.

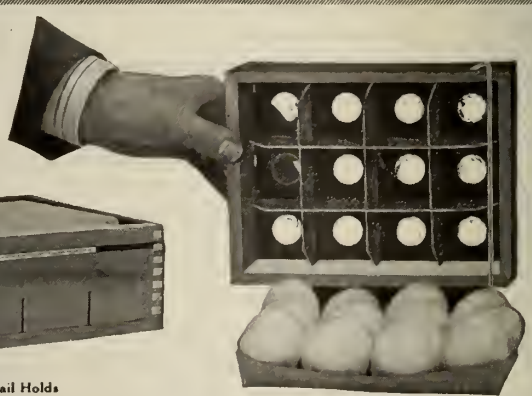
¶ There is one correct and profitable method of Egg Handling and that is—without breakage—through the use of **The STAR System for Safe Egg Handling.**

¶ The Carrier illustrated is the unit of the System—a well built wooden case provided with substantial and moisture proof divisions.

¶ Filled in 9 seconds, and there is never a miscount, Twelve eggs to every dozen—no more. A heavy cardboard Tray covers the eggs and the wire bail holds it in place.



The Wire Bail Holds the Tray



Emptied Instantly and No Broken Eggs

¶ To empty, simply invert the Carrier, slide the wire bail—the eggs are on the Tray—and unbroken.

¶ One other thought, your Ad on the inside of the Tray will prove one of the most profitable investments you ever made.

¶ Eliminates egg breakage and lost profits. Write today fot booklet describing fully the STAR System.

THE
STAR SYSTEM
4 Doz. Star Egg Carriers
5 M Star Egg Trays—printed
1 package Divisions
FOR EACH WAGON

STAR EGG CARRIER & TRAY MFG. CO.

JAY STREET
ROCHESTER, N. Y.

CANADIAN GROCER

VOL. XXIX TORONTO, JUNE 11, 1915 No. 24

Three Interesting Merchandise Stories

How Price of One Article of Foodstuffs, Sold on Contract Basis, Was Cut for 14 Months, and How the Discovery Was Eventually Made—Getting Around the Secret Commissions Act—Why the Hardware Man Cut Price of House-cleaning Article.

HERE are three true stories of more than the ordinary interest to every dealer, both wholesale and retail:

No. 1—There is a certain Canadian manufacturing firm who markets its product on the fixed price basis from wholesaler to retailer and from retailer to consumer. This firm makes it a strict rule that their prices must not be cut. If they are, and if the cutter persists in his work, he is cut off by this particular house. A few years ago there was a certain store in a certain Canadian city, which cut the price of this article. The wholesaler who supplied it was advised that he must not supply any further goods, or he would be cut off—in fact all the wholesale houses received these instructions and it looked as if the retail firm that was cutting the price would not be able to secure any more. Nevertheless, this article was still advertised at a cut price, and continued to be so advertised for some fourteen months. No one could tell where the goods were being bought. Close investigation showed that no wholesale house in Canada was selling these goods direct to this particular firm.

Eventually one day the cat was let out of the proverbial bag. A certain broker in this city was called up from the freight shed of one of the railways and notified that there was some——— goods at the depot for him. These goods of course were addressed to him personally, so he sent down his man for them. When they arrived, he noticed that goods had arrived which he had never bought before, and had never ordered. He discovered they had come from a wholesaler in another city, and upon investigation found that they were for the price-cutting house, although they were addressed to him. This had been going on for over a year—that is these goods were being shipped to his name and address, but were actually being received by the other firm; and his name was always signed as having received them. Evidently the retail house, to which the goods were actually consigned, knew of their arrival on a particular train, and were always at the station in time to get them before the station representative had time to call up the broker—and therefore they were in a position to cut the price. That of course ended the price-cutting. This story is an actual fact and was told at a recent association meeting by the broker in question.

* * *

Story About Price-Cutters.

No. 2.—"One time," stated a manufacturer at this same convention, "I received a complaint from a certain grocer to the effect that a hardware dealer in his town had stocked my line and several other housecleaning articles and that he was cutting the price of this particular article which I manufactured. The complaint was made that the business in this was being spoiled for everybody and it was pointed out that there was a good deal of criticism from the other grocers of the town. It was intimated that unless we did something to protect the price of our article, the grocery trade would refuse to handle it, and they certainly would not push it.

"I started in to investigate the matter and wrote the hardware dealer in question, asking him why it was that he found it necessary to cut the price of our line. His reply was that he had stocked housecleaning articles and was cutting the price of this particular line because a certain grocer had stocked tinware, etc., and was slashing prices on it. It turned out that the grocer was the same man who had written me in regard to this hardware merchant cutting prices."

This story emphasized the necessity of the retail grocery trade standing up individually for a fair profit on every line of goods. It demonstrates too that there are many inconsistencies cropping up from time to time and shows why it is that every man should see that his own slate is clean before he prefers a charge against another for the same offence. Price-cutting is a thing that brings little satisfaction or advantage to anybody. Usually when one decides to cut, some competitor is likely to follow and eventually the whole town is cutting and nobody is making any money.

* * *

Salesman Lost the Bet.

No. 3.—"There are more ways than one of killing a cat," was the statement made by one of the retail delegates. "There was a certain line of goods which I used to get a rebate of 25 cents on the case. These goods eventually were sold on the fixed price basis and with the coming of the Secret Commissions Act this rebate was against the law. A salesman came into my store one day to sell me five cases. I asked him the price. Then he offered to bet me $1.25 that I wouldn't accept his price. I wasn't going to be bluffed, so I immediately took up his bet and we each laid $1.25 on the counter. He quoted me the regular list price which was fixed on these goods and I bought them. Of course I also won the bet of $1.25 which meant a rebate of 25 cents off each case."

This was the method the salesman adopted to defeat the provisions of the Secret Commissions Act which makes it a crime to give a buyer a secret commission so as to get him to purchase an article the price of which has been fixed by the manufacturer by contract.

These three were the intensely interesting stories which arose at this convention meeting. The first and last at least almost took away the breath of the majority of the convention delegates. The open frankness with which they were told was a feature.

Getting the Newlyweds' Trade

How One Grocer Goes After This Business in a Sane, Systematic Way — Tabulates Wedding Dates and Addresses—The Dealer Has to Act as Adviser—Copy of Announcement Sent Out—Many New Customers in This Way.

THE trade of the Newlyweds! Is it worth while?

There is a grocer in a certain city of the East who goes after this business regularly every year and during a recent visit to his store, he stated he secured some seven or eight new customers each year in this way.

"Why," he said to the writer, "the efforts I spend on getting this business every year repay me splendidly. This year already I have secured three or four new customers — customers who should spend with me at least $250 to $300 each in twelve months.

"Early every year I make it a point to obtain a list of as many wedding dates as possible. Every time I hear of a wedding, I tabulate the fact—as well as the future address of the participants —in a memo pad which I always carry with me. I get this information from various sources. Much of it comes from the social columns of the newspapers as engagement announcements. You may not believe me, but I have the minister at our church helping me. I pointed out to him what my intentions were and asked him if he would mind giving me names and addresses as well as dates of marriages wherever possible before the events took place. He saw my viewpoint and without hesitation agreed to assist me. The whole thing of course was confidential between the two of us. I also made myself well acquainted with the various delivery men in town and got them working for me too. From some of course, I got more information than from others and every time I secured a name I made sure that I gave that party the first opportunity to buy her groceries from me. There was never any chance of any young woman getting back from her wedding trip without finding my request for her trade at her door.

Begin With Empty Larders.

"This has led to a great deal of business in the past and I expect to get a great deal more in the future. The Newlyweds are of course good customers, particularly when they start out on married life. The reason is that their cellars are usually empty to begin with. There is little if any preserved fruit ahead and they have always got to put in a good stock of everything such as sugar, flour, lard, butter and eggs, spices, canned goods, preserved fruits, baking powder and other baking material, biscuits, cereal food, rolled oats, tea, coffee and cocoa, bacon and ham, etc. I have seen first orders run up as high as $16 and $20, and this in the majority of cases, is cash business.

Dear Madam:—

The store staff and myself take this early opportunity of extending to you our very heartiest wishes for a long, happy and prosperous future. We trust that in your new household your joys may be many and your cares few.

We would also like to extend to you a hearty welcome to visit our store and to honor us with your patronage. We carry a complete stock of all varieties of good foods and guarantee the quality in every case. We have every variety of foodstuff for breakfast, luncheon, dinner and supper. You will find enclosed a list of suggestions for each meal of the day; but these do not include by any means our entire stock. You will receive good attention and satisfaction, and an early visit to our store will be much appreciated. You will also receive courteous and prompt service. For quick delivery your telephone orders are requested.

Yours very truly,
(Signature)
Phone 274. 48 *St. James St.*

This announcement was mailed to each newlywed, to reach her on her return to her new home.

"Still another method I use to get the interest and attention of the Newlyweds is the manufacturer's sample. There are always a number of manufacturers quite willing to assist me in this way, and wherever they have small sample of foodstuffs to give away, I get in a supply and at every opportunity pass them along to the Newlyweds. They are starting out in life, many of them having no set opinions as to the foods they will require and readily give me their trade on lines which they appreciate. I sell a great deal in this way. For instance, you see those small bottles of extracts: A few weeks ago, I passed out some of these and since that time I have worked up a good trade in that particular brand. The same applies to those yeast cake and cocoa samples."

Retailer as Buying Adviser.

The question arose as to whether the Newlyweds were familiar with the various brands of goods or not, and as to whether the retailer had to act for a long time in an advisory capacity.

"In the great majority of instances," he said, "it is up to us to sell the goods. We come across an occasional case where the bride wants some particular article, but this is seldom. This gives us an opportunity to introduce to her the best class of article in each particular line; and we sell her this because we want to be sure to satisfy her. If we were to sell inferior goods, and goods that did not come up to her expectations, the chances are we might lose her entire trade. It is up to us to suggest this and that and once we have introduced these goods and they are satisfactory, then they ask particularly for them in the future. You can readily see how we are building up trade for certain manufacturers by continually recommending and pushing their particular goods. We do this of course only where we can stand back of the manufacturer's product and where we can obtain a fair margin of profit.

"It certainly pays me to go after this trade," was the last remark made by the grocer as the conversation turned to some other subject.

The announcement referred to above by this dealer is reprinted in the panel. This was sent to every Newlywed in the district so that it reached the house before the return from the wedding trip.

GROCER AT 100 YEARS

The oldest grocer in the United States is John O'Reilly, of East Providence, who will be 100 years old in a few days. He was born in Limerick, Ireland, came to America 85 years ago, entered the employ of the Continental Sugar Refinery, and was there employed in various capacities from boy to superintendent for 40 years. Being retired at the age of 55, he moved to East Providence, where he built his present store on Sutton avenue, behind the counter of which he has stood daily for 45 years.

Successful Selling of Summer Drinks

Campaigns of Two Retailers Contrasted—One Suspended a Lemon From Ceiling of Window and Expected Business—The Other Put on Real Campaign—One Particular Line Assigned to Each Clerk—A Friendly Competition Developed—Description of Attractive Window.

Written for Canadian Grocer by J. R. MANTLE.

Third of the Mantle Series.

ONE day I dropped in on a retail dealer in the outskirts of a large Canadian city, and found him just concluding a window display on summer drinks. He claimed he was tired, as he had been working on the window all morning and it was then pretty well on to mid-day. I looked at the results of his morning's labor and I had the greatest difficulty in suppressing a hearty laugh. As it was I certainly must have smiled pretty broadly in the man's face.

Let me describe this trim. From the ceiling there hung a string with a lemon tied to the end of it and which was some two or three feet above the floor of the window. Underneath it was a bottle or two of ginger-ale, with a lemon poised on each bottle.

That was the extent of the display—and it took him all morning to arrange it—and also the extent of the campaign. No doubt it was the labor in aying that string to the ceiling or of doing the acrobatic stunt with the lemons that had caused him to complain of the tired feeling.

A Real Summer Drink Campaign.

Contrasted to this selling campaign, there stands out prominently in my mind another which I had the privilege of discussing with the proprietor of a fine grocery store in Western Canada not long ago. This man went in strongly for summer drinks and he certainly got the business. The reason was that he put up a campaign that could not be resisted by his customers and a great many others who became interested in it through the advertisements in the paper and the display in the window.

The proprietor arranged with each of his clerks to concentrate on one particular line of summer drink. When a customer purchased her regular order it was up to each clerk to carefully and judiciously suggest that she take home a supply of the particular drink that had been assigned to him. One, for instance, concentrated on grape juice. Another on ginger-ale, a third on lime juice, a fourth on lemonade powders and juice, a fifth on aerated waters, etc. Each man was urged to fortify himself with all the interesting facts about the line which he was given to push, and it was surprising the amount of information the clerks had stored up in preparation for this campaign.

Selling Points Brought Out.

The young man who looked after grape juice found that there was no more healthy and wholesome drink than this particular line. He discovered that grape pickers during the fall season always gained five or ten pounds in weight simply by eating an occasional grape. Grape juice was a line that would appeal to every member of the family; it was a most pleasant drink for guests and required very little preparation.

Another found that lime juice had many splendid medicinal characteristics. It was a most cooling beverage and splendid for hot weather, as it tended to cool the blood. It was also discovered that the pure lime juice was of a pale straw color, while if it tended towards red it was not first-class. This dealer made it a point to get one of the best articles on the market, and this was a splendid talking point, particularly whenever the price of the lime juice was brought up by the customer.

A third found out the beneficial qualities of lemon juice and lemon powders. The chief acid of the lemon is citric acid, and, as everyone knows, this is the most advantageous natural medicine that one can take into his system. As citric acid is the chief acid of the lime, lemon juice possesses equally splendid characteristics to the lime.

It was found by still another clerk that mineral waters were splendid for anyone affected with stomach trouble. Wealthy people pay a great deal of money to visit mineral springs every year, but here was high-grade water from these springs in air tight bottles all ready for use. The good points of ginger ale were also looked up and the clerk whose duty it was to sell this article found that it was a most refreshing beverage, was used by many people at the table, and that for taking the taste off medicine there was nothing better. He discovered that olive oil became absolutely tasteless in ginger ale, and by associating the two, created widespread interest among those customers upon whom he waited, and which resulted in a great many sales, not only then, but later on.

Summer Drinks Without the Germs

There is always danger in summer of water becoming polluted with disease germs. You take no chances when you lay in a supply of healthy, cooling Summer Beverages such as Grape Juice, Lime and Lemon Juice, Mineral Waters, Ginger Ale, etc., particularly when you can get guaranteed quality in every line at our store. These beverages should be in every household during the hot weather—handy when guests drop in as well as for every day use.

GRAPE JUICE—By adding a little water you have a most healthful and appetizing drink. Per bottle....c, ...c, ..., and ....c.

GINGER ALE—a sparkling and exhilarating beverage; always keeps a bottle or two on ice. Per bottle ...c, or if you would like it by the dozen or case, a better price could be quoted.

LIME JUICE—There is no better drink for cooling the blood than the juice of the lime. Its medicinal qualities are world-wide. Per bottle ... and ...c. By the dozen, ...c.

MINERAL WATERS — You may have your choice of several lines ..... all put up by reputable firms at the original springs. These run from ... a dozen up to ...c.

LEMON JUICE — A splendid summer tonic. Per bottle ....c, and ....c; also lemon powder done up in attractive packages and ready to use with addition of water and sugar.

ALL THESE BEVERAGES KEEP WELL IN COOL CELLAR

J. K. BROWN

17 Main St. Phone 77

Suggestion for a newspaper ad. on summer drinks that will be appropriate just now. Try it with your own prices.

A summer goods window trim containing many lines. Every grocer should show as many of these displays as possible this year.

How the Window Looked.

The window display of summer drinks was much above the average. A couple of shelves were erected to the rear of the window in the form of steps. These were covered with green tissue paper, so that the boards could not be seen. On the top shelf was a row of bottles of sparkling ginger ale, and on the second step a line of mineral waters. On the floor of the window, one in the centre and one on either side, were three sets of steps built on the square plan, the top platform in each case being some three feet above the floor of the window. These were also covered with green tissue paper to hide the boards. The central of the three partitions contained various sized bottles of grape juice with a square of bottles on the top centre platform, and on the steps below were bottles of grape juice standing side by side all the way around the steps. This gave the impression of a solid pyramid of bottles of grape juice, and looked particularly nice from the street.

On one of the other steps were bottles of lime juice and on a third was lemon juice similarly arranged to the grape juice. In front of the plate glass were packages of lemon powder, an upright and flat package being arranged alternately. There were a couple of convincing show-cards arranged in the display, on reading—"The Tap Water May Contain Deadly Germs—These Drinks Do Not." Another read—"Refreshing Summer Beverages."

Inside the store a table was devoted to summer drinks to connect up the window display with the interior. A showcard read, "Buy Them By the Case and Save Money." On the counter, of course, there were samples of each line, so that they would be handy for the clerks to show their customers.

It is not necessary to state that this campaign got results.

"Why," the proprietor said to me, "we never thought there were so many people interested in summer drinks. The occasion was rare indeed when we did not introduce one of the lines of summer drinks to each customer who purchased other goods. With so many talks up our sleeve and with the talking points down so fine, it required little conversation to persuade customers that they should have a case or a dozen or so of one or more lines of these beverages. The campaign not only assisted us that week, but it meant business during the entire summer, and so the advertising we did was permanent publicity.

"At the end of each day it was good to see the boys compare notes on how they had succeeded with their special line. The campaign became a friendly contest among them—although no prizes were offered—and all that helped to stimulate the keenness of their interest."

THE SAVING OF DAYLIGHT.

THAT the daylight saving scheme is getting much attention throughout Canada is readily seen from newspapers in various towns and cities. A great many places have this year discussed the plan, some adopting it and others leaving the matter in abeyance. The probabilities are that in a couple of years' time, we may see the daylight saving plan quite general.

The Smith's Falls, Ont., Board of Trade went into the matter thoroughly some time ago, and passed a resolution which was sent to every Board of Trade in Canada from the Atlantic to the Pacific. This resolution was moved by A. B. Scott, a merchant in Smith's Falls, and read as follows:

"Resolved that it is desirable to adopt standard time in advance of the standard time now in use, with the object of promoting a more extended use and enjoyment of daylight during the summer months.

"That from and after two o'clock in the morning of the first Sunday in April until two o'clock in the morning of the first Sunday of November in each year, the standard time shall be one hour in advance of the standard time now in use. The time hereby established shall be known as standard time and when any period of time is mentioned in any Act of Parliament, deed or other legal instrument, the time mentioned or referred to shall, unless it is otherwise stated, be held to be standard time.

"That Greenwich mean time as used for the purpose of astronomy and navigation shall not be affected.

"That this time shall apply to the whole of the Dominion of Canada except the Yukon Territory."

Mr. Scott reports that the general feeling all over the country is in favor of an extra hour of daylight. There was only one reply in which the idea was not approved of, and that came from a city in Alberta. The reason this city gave for its objection was the fact that it is quite light there at 10.30 p.m. at the present time. Public sentiment, however, seems to be rapidly growing in favor of this daylight saving plan.

Tea Prices Now and Afterwards

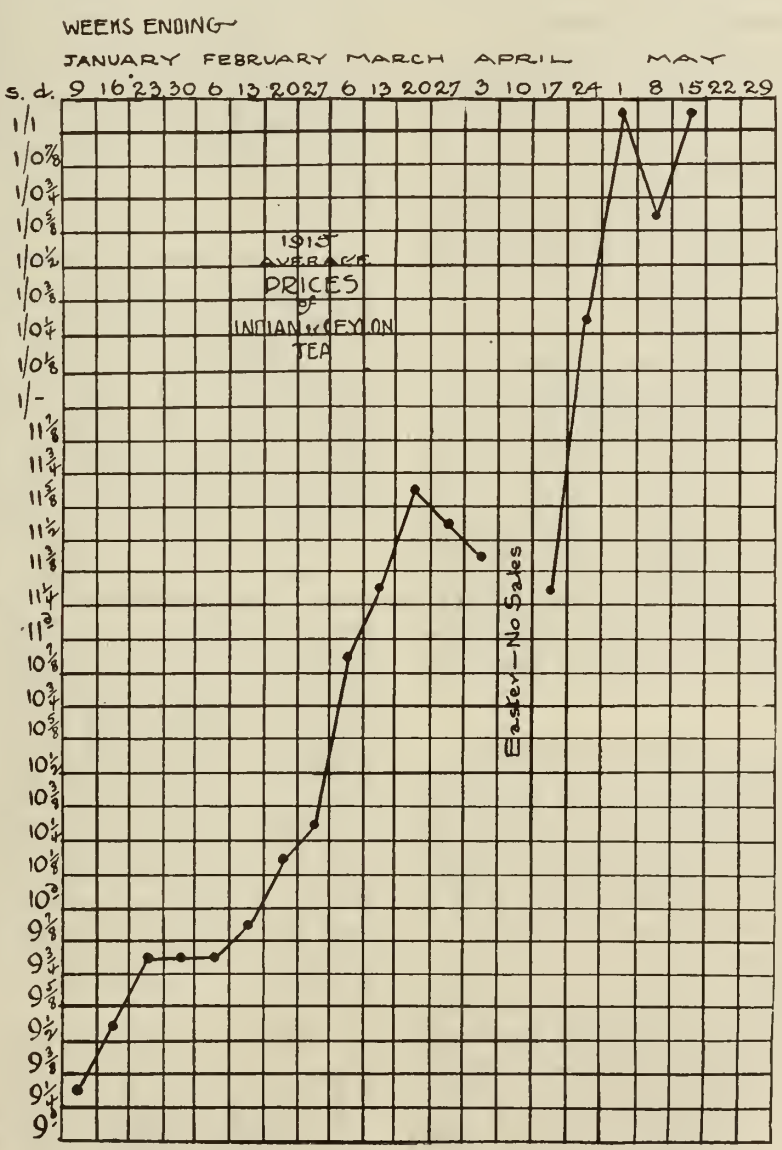
The Influences Tending to Boost Prices Are Many — Highest Prices in 36 Years — Increased Costs Come From Many Sources—What Temperance Agitations Mean—A Look Into the Future.

Written by E. A. HUGHES for Canadian Grocer.

IN the Spring Sales Number of Canadian Grocer I ventured to predict that prices of tea, instead of being lower, would be higher. Several reasons were advanced for this deduction, and statistics and facts put forward in support of my theory. Still more concrete support of that theory has been found in the market conditions for the last few weeks, consequent upon which prices to the retailer in Canada have been advanced in the cases of two or three tea concerns.

Highest in 36 Years.

In the accompanying chart, which was put out by the Brooke Bond Co., Ltd., of London, England, one of the big tea concerns in Great Britain—and which has reference to all kinds of Indian teas, and even dust is included in the average—it will be seen that from the second week in January to the second week in May of this year—that is four months—teas have advanced from 9¼d to 1/1d.; i.e., from 18½c to 26c. This represents the average price of Indian tea, and may be taken as an index to both Indian and Ceylon markets for the past four months. The readers of this paper have had the opportunity of studying the remarks of the market editor in his reports of the tea market at both Montreal and Toronto, and will have seen week by week the gradual trend—not always so gradual—towards higher prices. Nearly every week since the beginning of the year there has been an advance of some sort; when it hasn't been a farthing it has been a halfpenny, and very occasionally it has been a penny—two cents. The London "Standard," in a recent article, declared that the price of tea was higher now than at any time in 36 years. This statement is borne out by men whom I have interviewed, who have been in the tea business for as long or longer than that. They are unable to go back to a time when the rises were so rapid and so prolonged and, above all, so frequent. The very commonest teas in London—and they are teas such as the trade in this country would not use—are now selling for 1/- per lb., that is 25c. This is unheard of. It is something new. The increased cost—as the "Standard" points out—is at the gardens in India and Ceylon. That is not all of the increased cost; war risks, expenses incurred by trans-shipment and lack of freight, of course, add to this cost materially. But the increase in the main is at the gardens. A great big reason—a reason that you can't get away from—for this increase in the cost price of tea is the extraordinarily large consumption.



This is a valuable chart showing trend of average prices of Indian and Ceylon tea, dust included, on the London market since first of the year.

Tea for all Nations.

It is not time wasted to go once more into the reasons for the enhanced cost of tea. The retailer in his store wants to know why the manufacturer put up his price to him and naturally inquires into the cause and effect. First and foremost of these causes for the uplift in the price of tea is the abnormal demand from Russia. The Russian bear has started tea drinking, and is now going in for it with a vengeance. Russia always was, to a limited extent, a tea drinking nation, and the cutting off, at one fell swoop, of alcoholic drinks has increased the public consumption of tea to an enormous extent. That is one reason.

Consonant with that was the temperance agitation which swept over England and other tea drinking nations, and, indeed, over the whole world. This, in some sort, is dying down for the moment, but only I think, personally, to be resuscitated at some future time, and the short period that the temperance agitation had full play was time enough to get more and more people drinking tea. That is reason number two.

The third reason is the prohibition of absinthe in France and the corollary of the Frenchman drinking tea in its place. Not only was this the case with the general public in France, but more particularly with the soldier

(Con. on page 33.)

CANADIAN GROCER

ESTABLISHED 1886

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THE MACLEAN PUBLISHING COMPANY
LIMITED.

JOHN BAYNE MACLEAN, President.
H. T. HUNTER, General Manager.

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UNITED STATES—
New York—R. H. Huestis, 115 Broadway, New York; Telephone 8971 Rector. Chicago—A. H. Byrne, Room 607, 140 So. Dearborn St., Phone Randolph 3234. Boston—C. L. Morton, Room 733, Old South Bldg.; Phone Main 1024.

GREAT BRITAIN—
London—The MacLean Company of Great Britain, Limited, 88 Fleet Street, E.C. E. J. Dodd, Director. Telephone Central 12960. Cable Address: Atabek, London, England.

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Watch Cereals in Summer.

NOW that summer is at hand the retailer should look to the care of cereals. It should be remembered that all cereals, whether in bulk or packages, should be kept in as cool a place as possible. A great many feel that the only place for cereals is on the top shelf. This is one place where they should not be found, particularly during the hot weather. Heat always ascends and the closer to the ceiling a retailer keeps his cereals the greater is the danger of the goods deteriorating.

Another important thing is that new goods should not be placed close to old stock, as the insects travel very quickly and will soon contaminate the new stock. Attention, too, should always be paid to cereals to see that they are moved out before there is any chance of them deteriorating. Old stock should be sold off before the new is placed on the shelves, otherwise the grocer at some time or other is going to have complaints from his customers. Stale goods are not appreciated, neither are cereals with insects travelling through them. Assign the work of looking after the cereals during the summer months to one particular clerk, and see that he watches them carefully to prevent losses.

The Advancing Hog Market

THE hog situation is a particularly interesting one at the present time. A few weeks ago Canadian Grocer pointed out that on account of the high prices of grain last fall, and the comparatively low prices of hogs, Western farmers sold off their hogs early, and long before they were in a fit condition to kill for packing, so as to be able to market their grain direct.

This has had much to do to change the entire situation in pork products. During the past couple of years the West has exported to the East, but now the West is again purchasing Eastern hogs. Prices have gone up. Large packers too are much interested at the present time in export trade to Great Britain in view of the splendid demand there and this is still another factor in considering the strength of the market. Just how long this latter condition will exist is difficult to say, but the probabilities are that it will continue for the duration of the war.

In the meantime a great many farmers have gone out of raising hogs and it will be some few months at least before they will again be a factor in the market.

A Gastronomic Indignity

GOING along the street of a certain Canadian town the other day, the writer noticed a somewhat peculiar window display. It was peculiar because of the variety of goods shown in it. It was certainly one "great mixture." There were bottles of ginger ale, some laundry soap, green onions, a side of bacon, some bottles of pickles, a few packages of washing soda, tins of pork and beans, three or four lemons, a bottle of furniture polish and a couple of tins of sweeping powder, etc., etc.

Imagine someone sitting down to a meal consisting of all these things! It would be considered a great indignity to the chief organ of digestion. Nevertheless here was a window display, containing this motley throng of goods. This is one of the things that Canadian Grocer has talked against ever since its inception and we are quite sure that the perpetrator of this display has not yet had the good fortune of joining the ranks of our subscribers.

The ideal window is the one made up of a single line of goods, attractively displayed, or of associated lines. If a window trim contains housecleaning articles, it should not contain foodstuffs. It is, however, one satisfaction to note that the variety of display above referred to is fast disappearing. Only occasionally it is run across.

Work of the Trade Newspapers.

THE work of the trade newspapers of Canada, and the part they are playing in the matter of boosting business—and particularly the trade newspapers published by the MacLean Publishing

Co—is emphasized in the following extract taken from an address by Lorne A. Eedy, proprietor and editor of the St. Marys Journal, St. Marys, Ont., given before a recent convention of weekly newspaper men:—

"The trade newspapers of Canada are doing a very great deal to encourage the local retailers to advertise and to advertise intelligently in the country weekly. Their departments on retail advertising have many good practical ideas both for the country merchant and the country publisher. For the more progressive weeklies which "sell copy" the sample Ads. published in the excellent MacLean papers are most valuable."

This is just another evidence of the important ad-suggestion services Canadian Grocer is giving its readers.

Firmer Prices on Canned Goods

THE canned goods market is one that the retailer should study pretty closely at the present time. Just exactly what is going to happen in canned goods may not altogether appear on the surface, but one can draw his own conclusions by studying the general situation carefully. It was announced in Canadian Grocer some time ago, that the canners are not going to pack nearly as much fruit and vegetables as a year ago. The reason for this is plain, when one considers the financial conditions confronting a great many canners. There is not likely to be the same over-stock that visited the market during the past season. Then again from all accounts the Holding Company which is to include all canners of fruits and vegetables is going through, and many say it is almost in operation at the present time.

Looking ahead therefore, there appears little else on the canned goods horizon but firmer prices. Indeed the frost of a couple weeks ago was considered a sufficient reason for several canned goods holders to firm their prices. It would therefore appear that when the new crops come in, in mid-summer and the fall, the trade will not likely be able to purchase at the same exceedingly low prices that have been existing all along. If this reasoning is sound, there is no reason why the trade should continue cutting prices. It isn't likely canners are going to pack at a loss another year.

Creative Salesmanship.

SOME retail merchants have an idea that they are up against a stone wall, that is, as far as increasing their business to any great extent is concerned. They believe that they are getting pretty near all the business that is available in the community, and they long for a wider field, where they can cultivate more trade—when as a matter of fact they are neglecting opportunities at home. There are many merchants who realize that in order to make money—more than a bare living—they must increase their volume of business but they feel that it is a difficult problem; especially in these days when competition is keen and competitors are wide awake.

But there is a powerful weapon lying near at hand; right under their nose, if they could only see it. It is not a panacea for all the ills of the retail dealer's business. Nor an "open sesame" to fortune's gilded doors. But it is mighty near to being both, and it is called "Creative Salesmanship."

With it you can deal sledge-hammer blows to non-success and convert a sickly, anaemic, run-down trade into a healthy, robust, money-making business—and a scarcely-make-profits-meet-expenses sort of business into one that will show a nice fat surplus at the end of the year. To illustrate this an experiment by one retailer will prove interesting. In one day he succeeded in selling, in addition to the regular trade, nine lamp burners of a new style, simply by calling the attention of customers to their superior illuminating qualities and giving a little demonstration with a couple of lamps equipped with the different burners. That was creative salesmanship. None of these customers had the slightest intention of purchasing a lamp burner when they entered the store, yet through the simple power of suggestion coupled with a tactful little display, they had purchased an article which would advertise the store and pay the owner thereof a particular profit.

Right in this lies the psychology of creative salesmanship; the raising of the gross profit without any increase in the expense ratio.

Did it never occur to you that there are many lines of goods upon your shelves (and perhaps many more that you do not carry) that would pay you a splendid profit if you could only sell them? Well, you can if you only think so. Call up your latent powers of salesmanship and go after these lines good and hard. And in addition to the above take a look through this paper and see how many lines of goods are advertised—lines which you may not stock at present but which you could handle to advantage and with considerable profit.

Editorial Notes

THERE ARE a lot of people who think more of a cheerful manner than they do of a 5 per cent. discount. Cordiality is the cheapest thing you can dispense in your store.

• • •

BAD HABITS are the little threads with which the weak Lilliputians bound the strong Gulliver in helplessness. Good habits are like a well-made harness, enabling us to do our work with less friction and waste of energy.

• • •

MANY PEOPLE forget that the big city mail order houses cannot give goods away below cost any more than can the local merchant, and that with a big salary list, a high rental, a high tax bill and other city expenses it is not likely that goods can be sold at less than cost.

• • •

THE MAJORITY of retail advertisers of to-day must direct their copy to the women of the community. They are the purchasing agents. Convince the women, and you'll sell to the rest of the family. The women studies where and what to buy; the man works to pay the bills.

• • •

IT'S A GOOD thing to be discontented when it spurs a man on to greater endeavor. Keeping up to last year in sales is standing still, so the merchant should not be content unless his business increases. You cannot measure the value of inspiration that comes from constantly increasing sales. And the way to bring that about is application. Dig in and do it—then keep at it.

The Flour and Wheat Situation

Montreal Milling Man Gives His Views on the General Situation and Points Out Why Market is Declining and Why There is Now So Little Export Trade—The Early Stampede for Flour Analyzed.

Based on interview with W. A. Black, vice-president and managing director Ogilvie Milling Co.

THE war has produced many instances to prove that first impressions are not necessarily lasting; firmly held ideas of the effects of war conditions upon business have been entirely wrong in many instances. Depression has followed early activity predicted to last for the full term of the campaign and activity has followed repression where indefinite dullness was anticipated. In the milling industry Canada to-day faces a very slack domestic demand and an almost entire absence of export inquiries; in the steel industry plants all over the country are working to capacity to meet the calls of the war office—and the same change in conditions applies to some other lines.

When the declaration of war came there was a stampede for flour. Prices rose and there was demand for supplies that the mills could not meet. Cases were even known where Canadians bought supplies in the United States and paid the duty rather than face a shortage which they thought would lead to starvation. The people could only see one course for the future—the war was on and there would be a world demand for flour. Some even saw this demand taking from Canada the supplies required to make the very bread of her own people.

What has been the result. To-day we have passed through over ten months of war; through conditions which have been as bad and worse than were forseen during the fateful early days of August last. And instead of there being a shortage of flour there is little demand either at home or abroad; in fact there has been little call for Canadian flour abroad since the war commenced. Mills are working only half capacity and the future is very unsettled.

Decreased Consumption.

The situation to-day is that Europe has practically stopped buying flour. France is taking a little, but the British Government has gathered supplies of wheat and products from the four corners of the Empire and for the time being has sufficient for all needs. Dealers have been told that they can buy what they like, but they are reluctant to do so in view of the attitude of the government. England to-day is taking deliveries of wheat at as high as 30c above the market as the result of the recent decline, but the policy was to protect future supplies, and this has been done despite the cost.

Altogether it would appear that the factor which was not taken into full consideration was the effect of the war in reducing consumption. This has been noted in Canada and no doubt applies to a similar extent in Europe where many people are living as cheaply as possible. People who rushed to put in a supply to "prevent starvation," forgot that the war actually destroyed very little wheat and that demand has a direct relation to supply.

Profits On Wheat.

Practically the only advantage that the war has created for the Canadian milling industry has been the profits made on the stocks of wheat held before the advance in prices. These profits would be in proportion to the supplies held. Otherwise, as stated before, the domestic demand, after the first rush, has fallen much below the normal while there has been little demand from Europe. And now the prospects are that the millers will lose a goodly margin of their profits in practically the same manner as they made them, the fluctuations of the market. The recent down movement has resulted in a loss from the high point of about 35c. Again, the extent of the losses will bear a direct relation to the stocks on hand when the change came.

Now with a falling market there is little disposition on the part of the trade to buy—there seldom is on a declining price schedule. Dealers, noting the spread of 20c in the prices between spot and September deliveries, are looking for further declines, and are naturally reluctant about stocking up.

The export future is obscured by the difficulties in securing transportation facilities and Canada is further handicapped by the fact that the American market is in a better position to cater to what business is pasing than the millers in this country. The spread between Canadian and American wheat markets is an illustration of this.

The Wheat Market.

The immediate situation depends much upon the supply of wheat in the country. Reports would still indicate, despite the recent slump in prices, that there is reason to doubt whether European deliveries would not run the supply pretty low before the new crop comes. However, even at the present market there is a spread of 20c between the old and the new figures. The question remains to be answered as to just how much wheat will be called for foreign delivery before harvest.

Always erratic in a certain degree, the wheat market has developed more uncertain tendencies than ever. The slightest influence recently has started a selling movement and however slight it has been, it has usually been carried several points in the day's trading, while the longs endeavored to unload and curb their losses. Recently the prospect of opening the Dardanelles has evidently given rise to the idea that Russian stores of wheat would be released, while it seems to be overlooked that Russia will probably have little energy to devote to the movement of wheat while dealing with transportation problems in serving the army facing Germany.

However, there is a question to be answered as to whether present values are not still high in view of good crop prospects, the quietness of European demand and the curtailment of ordinary consumption at home and abroad. For a "bull" market war demand and the curtailment of output owing to the number of men engaged in the war are the arguments.

WASH THE WINDOWS.

With some stores it seems to be the custom to have the show windows washed whenever the porter gets around to the job. While most people believe in a certain amount of exercise, most of them are averse to hurdling mop handles. Window washing should be done in the early hours of the morning.

H. P. Pennock & Co., Ltd., wholesale grocery brokers and manufacturers' agents, Winnipeg, have opened a branch office in Regina, Sask., in the Downing Building. Richard Lewis, formerly representing Sutton's Pickles and Jams of England, throughout Canada, is in charge of the Regina branch.

Don't criticize a fellow because he doesn't agree with you. You may be wrong.

Holding Company Almost Assured

At Meeting on Tuesday Plan Was Advanced But Not Quite Consummated — Canned Goods Market Firming Up—Some Heavy Buying Reported During May—Much Smaller Packs Expected This Fall—Canning at a Loss to be Eliminated.

IT was expected that at the meeting of the canned goods men in Toronto on Tuesday afternoon, the endeavor to form a Holding Company to take charge of all the sales would have been consummated. The Holding Company, however, is not quite an absolute fact, but from all information that can be secured on the matter, it is most likely to go through.

Some weeks ago Canadian Grocer gave pretty much in detail the basis of the formation of this company, which was to take over stocks in canners' hands, to market them. The idea was to maintain prices, as far as possible, so that everybody would be in a position to make some profit. As it has been all along, canners have been actually selling goods at a loss, and this has tended to the cutting of prices from wholesaler to retailer and retailer to consumer. This meant that those members of the trade, who had any considerable stocks of canned goods were finding little sale for them at a profit, and they either had to hold them or lose money. The proposed Holding Company was to overcome this adverse condition of affairs. It was to be in operation for three years, the actual selling of the canned goods to be left in the hands of a committee. The Holding Company was to pay the canners actual factory price for their goods, and later on, when these stocks were turned over, if any better figures were secured, these canners whose stocks were marketed, would receive the difference. Prominent members of the trade who are closely in touch with the situation have every confidence that the Holding Company will go through in the near future.

As to the present canned goods situation, the market is certainly firmer. The trade feel sure that with the experience of the past season in their minds, and therefore the fact that there will be less canned goods packed this year, present prices are exceptionally good buys. One canned goods broker told Canadian Grocer that the month of May was the best he had ever experienced in his business career—that is, so far as the earlier months of the year are concerned. He sold goods to practically every wholesale house in Ontario, to wholesalers in Winnipeg, Edmonton, Regina, Saskatoon, etc. Vegetables were, of course, more particularly in demand, but his sales included considerable quantities of fruits as well.

There are two reasons for this renewed interest in canned goods. One is due to the fact that last fall, wholesale grocers did purchase their usual supplies. Things were uncertain then and they simply refused to stock up as was their custom. While they had, in many cases, some splendid orders from retailers, they were more anxious to sell the retail trade on a hand-to-mouth basis, to be sure of their money. Therefore, it was not necessary for them to carry extensive stocks. Now, when the big demand is setting in these large stocks are required, and therefore the wholesale, as well as the retail trade, is in the market for them. The broker above referred to sold between ten and fifteen cars during May to one particular wholesale house in a city in Western Canada.

The other reason is that canned goods are particularly cheap at present prices. It is questionable if they will be as cheap within the next few years. As the canners are not going to put up the same quantity this season as last, it stands to reason that future prices are going to be stiffer.

Situation Must Be Cleared Up.

One reason, of course, why many of the independent canners sold their products at such a low price, was that they were anxious to obtain sufficient money to satisfy the demands of the banks who were carrying them. No doubt the banks are still following up some of these canners who are waiting to see the Holding Company go through, when they will be in a pretty fair position to liquidate at least a percentage of their indebtedness. Should the Holding Company not go through, it would appear that some of them would be in straightened financial circumstances.

In the meantime, apart from construction work which is a small quantity this year—canned goods are going into consumption rapidly. The canned foods industry is an immense one, particularly when every phase of it, from the growing of the fruits and vegetables to the retail selling, is taken into consideration. Present conditions certainly cannot last forever. The canned goods industry will always be a factor in this country, and sooner or later it will have to be on a paying basis. Canned foods are staple foods in Canadian homes. There are few things cheaper or more nourishing at the price. Therefore they will always be in demand and it is simply a matter of time before the situation is cleared up.

READERS' SERVICE DEPARTMENT.

Canadian Grocer conducts a Service Department open to all our readers. Special investigations will be made for retailers and advertisers upon request and free of charge. If you are in search of the source of a new foodstuff, or you want to know the agents or manufacturers of any line—foodstuff or equipment—'phone us or drop us a line. The "Readers' Service Department" is at YOUR service.

ORGANIZATION IN SMITH'S FALLS

At a meeting of merchants in Smith's Falls, Ont., recently, Eric C. Jamieson, of Ottawa, district organizer of the Retail Merchants' Association, Eastern Ontario, had an informal talk with the business men. He told of the work the association was doing, mentioning the abolition of the trading stamp nuisance, the exemption of retailers from the Workmen's Compensation Act which meant a saving to every retailer, enforcement of the law regarding pedlars and transient traders and of the law governing false advertising. A petition was presented for signatures to change the present business tax from 35 per cent. of the assessed value of the property occupied, to 10 per cent. The matter of the wholesalers selling direct to the consumer was discussed and voted as unfair. A change in the Garnishee Act, the removal of the scale testing fee and the taxing of mail order houses were other vital matters dealt with. Last but not least a special system of collecting bad debts was explained and shown to be of great benefit to members of the association.

GOOD IDEAS SECURED.

MacLean Publishing Co.,

Dear Sirs:—Find enclosed postal note for $4.00 in payment for subscription to Canadian Grocer and MacLean's Magazine.

Please excuse delay in remitting. We are very much pleased with the Canadian Grocer and get some very good ideas from it. We are very much interested in the write up of How to Collect Accounts, and articles on credit system.

RUPPEL & CO.,

Elmira, Ont.

Weekly Half Holiday in Ontario

Towns and Cities Where it is Being Observed—Annual Feature of This Paper Published for Benefit of Travelers of Wholesale Houses and Manufacturers—The List a Lengthy One and Growing From Year to Year.

THE following is a list of a number of the towns and cities in Ontario where a weekly half holiday is being or will be observed this year. It shows that the merchants in Ontario are more and more interested in their personal welfare and that of their clerks. This half holiday gives them all an opportunity to get away from the store once a week and out into the pure, fresh air. Canadian Grocer would like to hear from merchants of any town which is not represented here, and where the half holiday is observed:

ARNPRIOR—No half holiday.

AYLMER—Every Wednesday afternoon during June, July and August.

BARRIE—Wednesday, June, July and August.

BEAMSVILLE — Wednesday afternoons during June, July and August.

BELLEVILLE—Wednesday afternoon during July and August; not general among the grocers.

BOWMANVILLE—Wednesday afternoons during June, July and August.

BLENHEIM—Wednesday afternoon, June, July and August.

BRACEBRIDGE—No movement yet for half holiday.

BRADFORD—Thursdays during June, July and August.

BRANTFORD—Wednesday afternoon June, July and August.

CHATHAM — Thursday afternoons June, July and August.

CHELMSFORD—No half holiday this year so far.

COBOURG — Wednesday afternoon during summer months.

COCHRANE—No half holiday.

DESERONTO—One p.m. Wednesday during July and August.

DUNDAS—Wednesday June to September inclusive, with grocery stores closing in April.

DUNNVILLE—No decision yet. Petition asking for half holiday Wednesday June to September.

ESSEX—Thursday afternoon at 2.30 o'clock during June, July, August and September.

GALT—Thursday afternoon during July and August.

This list of towns and cities where half-holidays are being observed this year is published chiefly for the travelers. This will give them an opportunity to see where the half-holiday is observed and the day of the week. This paper will be pleased to forward to any wholesale house or manufacturing firm a number of reprints of this article upon request, for distribution among their travelers. Please advise immediately how many are required.

GUELPH — Thursday, June, July, August and September.

HAMILTON — Every Wednesday afternoon during summer months.

HANOVER—No arrangements yet.

HAVELOCK—Wednesday, June 16th to August 25th.

HAWKESBURY—No weekly half holiday decided.

HESPELER—Wednesday afternoons during June, July and August.

JARVIS—Thursday afternoon during June, July and August.

KEEWATIN—Wednesday afternoon during June, July and August.

KENORA—Wednesday afternoon at 1 o'clock during June, July and August.

LATCHFORD—No holiday.

LEAMINGTON—Every Friday at 12.30 p.m. from May 1st to Sept. 30th.

LONDON — Wednesday afternoons from May to September, inclusive.

MADOC—Thursday afternoon from June 17 to August 19.

NEWMARKET — Wednesday afternoon during June, July and August.

NIAGARA - ON - THE - LAKE—No weekly half-holiday.

NORTH BAY—Stores close at 1 p.m. every Wednesday during June, July and August.

NORWICH — Wednesday afternoon during June, July and August.

OAKVILLE—Wednesday at 1 p.m. for May, June, July, August and September.

ORANGEVILLE — Wednesday half holiday during July and August.

OSHAWA — Wednesday afternoon during summer months.

OTTAWA—Thursday afternoons during June, July and August, and first week of September. Movement among some to close Saturdays at 1 p.m.

OWEN SOUND—Wednesdays during July and August.

PALMERSTON—No weekly half holiday.

PARRY SOUND — No arrangement yet.

PETERBOROUGH—Thursday in July and August.

PORT HOPE—Wednesday afternoon during June, July and August.

PRESTON—Thursday afternoons until end of August.

RENFREW—No half holiday.

RIDGETOWN — Wednesday, during June, July and August.

ROCKLAND—No afternoon holiday.

ST. MARY'S — Wednesday, during June, July and August, at 12.30.

ST. THOMAS—Wednesdays, during July and August.

SANDWICH — Thursday afternoon during summer months.

SARNIA—No decision yet.

SAULT STE. MARIE—Thursday afternoon during May, June, July and August.

SIMCOE—Thursday afternoon during June, July and August.

SMITH'S FALLS—Wednesday afternoon during June, July and August.

SOUTHAMPTON—No half holiday decided on but matter is being discussed by local paper.

STAYNER—No movement yet.

TILLSONBURG—Wednesday afternoon during June, July and August.

WELLAND — Wednesday afternoon during June, July and August.

WHITBY—Wednesday afternoon during summer months.

WINDSOR—Thursday afternoon during May, June, July and August.

Westerners' Views on "Co-operative" Trading

Finance Man Talks to Credit Men's Association in Winnipeg on Mid-West's Business Problems and Goes Into the Problem of Farmers Uniting to Buy Direct—The Retail Merchants' Side of the Problem.

By S. R. TARR, M.A.

A few weeks ago, S. R. Tarr, managing editor of Canadian Finance, gave an address before the members of the Canadian Credit Mens' Association, Limited, Winnipeg, on the Mid-West's Business Outlook. In the course of his talk he touched upon the co-operative method of farmers writing to buy direct in quantities, giving his views on this important subject. As this is a question that occupies a prominent part in association work in Canada, a portion of his address is reprinted herewith for the consideration of our readers.

PERHAPS this is as fitting a stage as any in the course of these ramhling remarks tc touch upon the place co-operative trading may have in the Mid-West's business outlook. Co-operation in selling and buying is undouhtedly a factor to be reckoned with. But, while there is a tendency in some quarters to underestimate the extent of its prohable development, there are those, on the other hand, who exaggerate its probable effect upon the course of general trade—in the near future, at any rate. The development of co-operative trading in Western Canada has from the first heen practically a part of the provincial farmers' organizations. These organizations have to-day at least 40,000 members in the three prairie provinces. Co-operation among Western farmers has developed chiefly along two lines: the marketing of grain and the purchasing of agricultural and other supplies in wholesale quantities. The Grain Growers' Grain Co., the Saskatchewan Co-operative Elevator Co., and the Alberta Farmers' Co-operative Elevator Co. last year handled well over 50.000,000 hushels of grain. It is claimed for all of these farmers' grain companies that, besides returning to the farmers in the form of dividends a portion of the profit which is made on the handling of their grain, they have, through the competition created with the line companies, raised the price received by the farmers for their crops.

Live-stock men are also practising co-operation. Pure-hred sires are being hought by groups of farmers and are improving the class of horses, cattle and hogs of whole districts. Small farmers are also bringing their fat cattle and hogs together so as to make up a car-load for shipment to the Winnipeg or Calgary market. instead of selling individually to local dealers. In both Saskatchewan and Alberta there is a strong agitation for the establishment of co-operative abattoirs, cold storage and pork packing plants. The Alberta Government some years ago offered to establish a packing plant, provided the farmers would guarantee under penalty to supply 50,000 hogs a year. This offer is still open, and it is expected that the necessary guarantees will be given before very long. The co-operative wool sales organized by the Saskatchewan Government proved so successful last year that they are planned on an extended scale for the coming season.

Purchasing of Staple Supplies.

Some time ago the local branches of the Grain Growers' Associations decided to club their orders and purchase their hinder twine in carloads from the manufacturer, thus saving two or three cents a pound. This experiment was followed by the purchasing of other staple commodities which could not he handled direct from the car by the purchasers. Flour and feed, apples, fence wire and posts, coal, cordwood, seed grain, sugar and lumber are among the goods which the farmers are buying in car lots, while such things as formalin, coal oil, gasoline, fish and groceries are brought in in less than carload quantities.

The modus operandi was described as follows recently in an article in Canadian Finance by John W. Ward, associate editor of The Grain Growers' Guide:

"Purchases are usually made either for cash or with draft attached to bill of lading. On the arrival of the shipment, the secretary of the Association, or some other memher, meets the draft out of his personal funds or arranges a loan from the bank. He then collects from the purchasers as they take their portion from the car, or as soon afterwards as possihle. This usually works out successfully, hut occasionally there is trouhle through some memher not heing able to pay at once, through a shortage in the shipment, or some other unforeseen accident. Then, of course, the member who has undertaken the financial responsibility has trouble. It is felt on this account, as well as for other reasons, that if the movement is to become permanently successful, it must he carried on through legally constituted co-operative societies with capital at their disposal and with proper by-laws and officials — and, where necessary, warehouses in which to store goods."

Defeated by R. M. A.

Mr. Ward said further: "Although attempts to secure Federal co-operative legislation have been defeated by the Retail Merchants' Association, provincial legislation has within the past two years heen passed in both Saskatchewan and Alberta, while a co-operative act, which was passed and forgotten over twenty years ago, has been discovered on the statute books of Manitoba. Both the Alberta and Manitoba acts provide convenient machinery for the estahlishment of local stores with what is known as the Rochdale system of dividing profits, according to patronage, after payment of a fixed rate of interest on capital; hut the Saskatchewan Co-operative Act limits the societies registered under its provisions to dealing in commodities which may be handled in carload lots, and expressly forbids the establishment of retail stores. The numher of retail co-operative stores established in Manitoba and Alherta, however, is at present very small and these have not met with uniform success."

The Winnipeg store is apparently having a hard time to make headway—the reason advanced by some close ohservers heing that insufficient salary has been paid to secure capable management. A store at Oakville, however, is said to have had a much more successful experience. A considerable number of societies have been registered under the Manitoba Co-operative Act, but most of these have been organized merely for the better carrying out of the hulk purchasing activities.

Co-operative Trading in Saskatchewan.

It is in Saskatchewan, apparently, that the co-operative movement is making the most rapid strides. The Saskatchewan Grain Growers' Association secured from the Legislature in the spring of 1914 power to become the purchasing agent of its own local branches and of the co-operative associations formed under the Co-operative Act of the province, of which there are now in all over 135. Business was opened about the 1st

of July, and in the remaining six months of the year no less than $300,000 worth of goods were sold to the local organizations by the central office. Mr. Ward quotes J. B. Muselman, secretary of the Saskatchewan Grain Growers' Association, and manager of the trading department, as saying tht the purchasers of these goods saved $75,000 by co-operating, and that the saving to the people of Saskatchewan in lower prices as a result of competition from the Grain Growers was not less than $300,000. The business of the central association by no means represents the whole of the co-operative purchases of the farmers, as numerous lumber companies, mine operators, millers and manufacturers of implements and other farm supplies are taking their share in the business of supplying the local associations.

The central association acted as a jobber, selling to the locals at regular wholesale prices—not, it is asserted, at cut prices. Practically no capital was employed in the business, which was on a cash basis, and a profit of over $10,000 was shown by the accounts presented by Mr. Musselman to the annual convention of the Association at Regina in February.

Opposition From Retail Merchants' Association.

This year apparently is to see a further branching out of the farmers' associations along co-operative lines. In Alberta and Manitoba the executives are considering forward steps they shall take, while the Saskatchewan Association is getting charter amendments authorizing it to "Manufacture, produce and deal in" anything and everything. The Grain Growers' Co. also obtained a widening of its trading powers through amendment to its charter at the last session of Parliament.

As Mr. Ward frankly admits, and as might naturally be supposed, the introduction of co-operation has aroused opposition in some quarters. The Retail Merchants' Association of Canada, and its provincial branches have openly fought it, and members have been urged both in public meetings and in "private and confidential" letters not to purchase from any wholesaler who sells to Grain Growers' Associations or to co-operative societies. At first there were a number of lines of goods which could not be obtained by the Grain Growers from wholesalers and manufacturers, who apparently hesitated to depart from established channels of trade for the sake of securing orders from what might prove only temporary agencies.

Claim to be Getting Groceries.

The attitude of those favoring co-operation may be summed up by the convincing paragraph from Mr. Ward's article: "It is evident," he says, "that the co-operative movement has come to stay, and the purchasing power of the organized farmers is too big a factor to be disregarded. At any rate, there are to-day a great many manufacturers and wholesalers who are catering for the co-operative trade. The one thing that the grain growers and co-operators cannot readily obtain is groceries. Mr. Musselman made the statement at the Regina convention that there was not a wholesale grocer in Canada that dared to fill the $400 and $500 orders that he was able to place. 'We are getting groceries,' he added, 'but I cannot tell you where or how.' At present the law does not provide for the establishment of co-operative retail stores in Saskatchewan, and the Grain Growers are not asking for legislation along this line. It is realized, however, that with the progress of co-operation the storekeeper cannot continue in his present position. On the other hand, it must be recognized that the elimination of local stores would mean the community's losing a convenience it can ill afford to be without. In many places it is believed that the ultimate solution will be through taking over the business of local merchants and employing them as managers. There are many successful precedents for this in Minnesota, and it is a solution of the problem that has many advocates among the co-operative farmers."

Slow Growth of Co-operative Stores.

In passing, it may be said with regard to Mr. Ward's last mentioned point, that until co-operators are willing to make an arrangement more remunerative to their store managers than they yet seem inclined to allow, they are not likely to get this plan on a successful working basis in very many centres.

Taking Canada as a whole, there are as yet not quite a score of co-operative retail stores reporting to the secretary of the Co-operative Union of Canada, who has his headquarters in Brantford, Ont. The volume of sales reported has increased gradually, though steadily, from about $350,000 in 1909 to $1,425,000 in 1913—figures for last year not being yet available. The three societies with the largest yearly business were the Nova Scotia mining centres of Glace Bay, Sydney Mines and Dominion—each of which had a turnover around the two hundred thousand-dollar mark. There were only three societies reporting from the Prairie Provinces in 1913, with trade as follows: Winnipeg Co-operative Society, sales of under $23,000; Western Canadian Co-operating Trading Co. of Coleman, Alta., with sales of $96,500; and the Eckville & Gilby Co-operative Co. of Eckville, Alta., with sales of $15,000. The somewhat chequered career of the Winnipeg society has already been mentioned; the Coleman store, I am informed, is in a position that may be considered in mercantile phrase as "fair"; while the Gilby concern, in its small way, appears to be really making good. Effieient management is as essential, perhaps more, to the success of a co-operative enterprise as it is to that of an individually-owned business.

Many Attempts Were Failures.

Evidently the co-operative store business in the West is still in its infancy. A number of attempts have turned out failures—but those who conclude from this that there will not be larger future development may be reminded that it was forty-five years after Roger Owen introduced the plan in Great Britain at the beginning of the 19th century before a really successful beginning was made at Rochdale in 1844. Here in the Middle West it may be anticipated that, as co-operative effort in marketing becomes more and more successful, there will be an increasing tendency to enter upon co-operative buying as well. Whether or not, for the next few years, this will confine itself chiefly to the present somewhat informal plan of ordering staples in bulk through local association secretaries, remains to be seen. The outcome will depend largely, it seems to me, upon whether alert retailers blindly combat the co-operative trend of the day or reckon with it intelligently—and get into the circle themselves.

Will This Continue for Long?

Those of us who had the interesting experience of journeying through North Dakota as members of your association's Better Farming Committee, were much struck with the movement towards local co-operation there. We were further struck with the fact that the merchants of North Dakota's towns and villages are determined to ride on the co-operative band wagon. By money contributions to the better farming movement, by arranging local fairs and prize contests, and in other ways, they are proving their interest in the development of their surrounding districts. Instead of bucking against co-operative buying, the more wideawake of them are making close cash quotations or carload or other bulk lots of staples, ordered through them by local farmers' clubs. The margin of profit is small, but sure—for it is a cash transaction. And the long-headed merchant figures out that he has gained the goodwill of his constituency; also, that what he has saved for them through lower prices on staples is very likely to be spent later upon various other lines that he carries in stock.

The farmers' clubs, for their part, are apparently willing to give local deal-

ers a first chance in quoting upon bulk orders. Further, they seem to realize that the merchants are entitled to some remuneration for attending to such business. Of course, in some instances, as on this side of the line, orders are sent direct by club secretaries who, if they look after all details for nothing, may be able to make an additional saving for members on the particular transaction. But such saving is in a sense artificial—being a straight contribution of services which have economic right to remuneration—and such volunteer management cannot be looked for permanently. Generally speaking, however, the members of farmers' clubs met by us throughout North Dakota believed in giving the local merchant a chance to be part of their co-operating circle.

Is there not here a hint for the alert Western Canadian retailer? Can he not in some cases forestall competition by taking the initiative as his community's co-operator-in-chief, so far as cash purchasing of certain generally used commodities is concerned? Better still, could he not sometimes create a general demand for some article as yet but sparingly used? I don't know how generally the buying of carload lots of apples, for instance, has been already adopted through local farmers' associations. But what a chance there would seem to be for an enterprising merchant in a district where this plan had not already been introduced, to boldly take the lead—whether entirely "off his own bat," or by arranging distribution through the local farmers' association. By adopting such a course voluntarily, he would surely stand a better chance of becoming the recognized medium through which the community would make bulk purchases of various staples. Let him keep his margin on such purchases so small that it can be shown clearly as a mere payment for service. Above all, let cash, not time, be the essence of the contract. He would look to other lines which did not lend themselves to joint ordering by his customers, for his ordinary commercial profits. (I may explain, parenthetically, that I am preeminently qualified to theorize upon trading matters, my own experience in merchandizing having consisted of no less than six weeks' efforts, nearly a quarter of a century ago, in a direction vividly portrayed by the stage version of "Potash and Perlmutter." I refer to the book agency game—not that of selling "sacquereens.")

Preserving Local Trade Channels.

But to return to our hypothetical country merchant. I may be all wrong, but it appears to me that a man taking the course outlined would be in a position to impress upon his country customers the incidental advantages to them of dealing through local trade channels, and building up a local business centre. Any intelligent farmer will surely come to recognize—if the point is emphasized often enough—that, other things being equal, a quarter section near a thriving village would be worth more (if he ever came to sell) than the same number of acres adjacent to only a loading platform and a metal-clad grain elevator. Then, to mention only one other consideration, the farmer near a thriving centre has a decided advantage in getting banking accommodation. Also, there are various less tangible ways (though real enough to the average man—and woman) in which the proximity of a live village or town contributes to the convenience and social enjoyment of farm life.

The farmer undoubtedly can stand some educating in the realization of all this. But the man who will generally have to start the educating is the merchant himself—aided and abetted, of course, by the editor of the local paper which incidentally carries the merchant's advertising. And it is up to Mr. Storekeeeper to see that the editor does not go to sleep on his job in this particular.

Wholesalers' Support for Efficient Retailers.

I won't venture to suggest in what particular ways the wholesale trade can best help worthy retailers to adjust themselves to changing conditions. But I am confident that good counsel and a united effort toward influencing the retail merchant to sell for cash and take his discounts would be of invaluable aid during what promises to be somewhat of a transition period in retail merchandising throughout the West. Where cash selling is not entirely feasible, why should not the retailer charge more on credit sales running beyond a specified time?

General business will have to take into account the new movement—and individuals and concerns readjust their methods and activities as time goes on. But they are under the necessity of doing that whenever any new trade competitor comes within their respective fields. Established and efficiently managed business—retail or wholesale—has little need to fear co-operation. The movement's growth will mean competition from one quarter, but it will correspondingly tend to keep out new competitors who would otherwise enter the field as the West's requirements expand during the coming years. Undoubtedly some retailers have been ousted from the British field by co-operative development. But there are constantly occurring instances, in every community, of old businesses dropping out because newcomers are better fitted for the endurance race of current trade. And this has always to be remembered, that whatever particular interests may or may not be affected by it, any movement that aims at bringing producer and consumer more economically together is in the line of real progress. Interesting in this connection is the reported comment made by "Pat" Burns, when asked the prospect of the United Farmers starting a co-operative packing plant in Alberta. "Let them go ahead," he said, "the more the merrier. It is all good for the country."

TEA PRICES NOW AND AFTERWARDS.

(Continued from page 25.)

in the trenches. This is necessarily so for two reasons: First of all, the need of some beverage was distinctly felt; and secondly, the fact of Tommy Atkins drinking tea in the trenches set the Frenchman tea drinking too. That is the third reason.

Fourthly, the tendency towards states "going dry" in the United States and the predilection towards tea-dances over there is another reason for higher prices on tea.

Fifthly, there has been so much tea lost by reason of the fact of the German submarine warfare that in a season when consumption is so large and supplies are no bigger than usual it is bound to be felt. Over eight million pounds of tea have been sent to the bottom since war began.

What of the Future?

We do not think that for some time after the war prices will be any easier than they are now. It would seem that all this increased consumption has not been met and cannot be met by increased production. Tea men who know are frankly uneasy. The gardens are not producing any more than usual, but they have to supply more than usual, or, to put it another way, there is a greater demand than usual. A householder in London and in Canada and in the States too is learning that he has got to pay more for his tea. Prices in Canada have already been advanced, and the opinion has been recorded in Canadian Grocer that they will be advanced still further because they are now below the market. Tea men are not by any means lining their pockets at this present. I think a further advance is in the offing and may materialize at any moment, and the chart which is reproduced here would appear to be corroboration of such an opinion.

THRO' OTHER SPECTACLES

War and the Current of Trade

Wall Street Journal.

War is the great teacher of geography. It also impresses in a forceful and lucid way lessons in international exchange, a subject theoretical or nebulous to the average citizen, in times of peace. The movement of gold from Japan to the United States has been suspended. The reasons are interesting, and it may surprise the careless thinker to know that this Trans-Pacific trade has an intimate relation to the attempt to force the Dardanelles at all costs.

Japan, in fact, has been acting as broker for Russia. War supplies have been trans-shipped there for Vladivostock, to take the long journey over the Trans-Siberian Railroad. But the port of Archangel in the Arctic Sea is now free from ice. Russian supplies are moving that way, and Japan can afford to suspend the export of gold in payment for them.

But Archangel is only a port five months of the year. Here is where the vital importance of access to the Black Sea comes in. This is why the Allies are not afraid of sacrificing a battleship or two, if they can once win their way into the Sea of Marmora. What the German navy, lacking experience and tradition, has failed to see, the British have recognized in all times since navies existed at all.

British commanders know that you cannot have omelettes without breaking eggs. Of course, all sunk battleships look alike in the German provincial papers. But the shrewd observer here will notice that, with one exception, the British and even the French war vessels torpedoed have been of antiquated class. The last of the British vessels sunk in the Dardanelles was more than twenty years old.

Well might sailors say: "We that are about to die, salute you." Vessels of semi-obsolete class torpedoed in the North Sea must have been, to the knowledge of their officers at least, used somewhat in the capacity of bait. A Triumph or a Majestic sunk in the Dardanelles is a small matter where the British navy is being strengthened by vessels like the Queen Elizabeth and her five consorts.

Rudyard Kipling once said that if the British army had always waited for supports the British Empire would have ended at Brighton Beach. No doubt the warships at the gates of the Black Sea are taking risks which would horrify that eminently safe tactician, Von Tirpitz. If they can force the passage, a dozen obsolete battleships would be a trifling price to pay for the enormous advantages involved.

* * *

The Cheapest Food

From the American Miller.

Millers have just grounds of complaint over the attitude adopted by many newspapers and magazines and even by the Government in recent months, towards wheat flour as an economical food. The false logic has been followed that because wheat flour had advanced in price it could not be as economical as those foods which had not advanced in price. The reason why wheat and flour advanced in price was because the people of Europe, both belligerents and neutrals, recognized that at even twice the price prevailing before the war, wheat flour was still the cheapest food that could be purchased. It was the demand created by the war that advanced the price of wheat and flour, and this demand came because Europeans knew that at almost any probable price wheat flour was the cheapest food they could buy.

The authorities of the Millers' National Federation have urged all millers to use in their advertising and as reading matter in their local papers, the facts in regard to wheat flour as an economical food. In this way the effect of the articles that have appeared in the press suggesting substitutes for wheat flour can be counteracted. Millers need use no sophistry. The plain facts already presented by the Government itself, prove that there is no substitute for wheat flour at anything like the price of wheat flour.

A pound of flour which costs from 3 to 4 cents will provide as much nourishment as two pounds of meat costing from 30 to 50 cents. Wheat flour contains from 10 to 13 per cent. of water. Meat is 60 per cent. water, potatoes 75 per cent. and milk over 80 per cent. Most vegetables are nearly all simply organized water. Wheat flour is from two to ten times cheaper than ordinary foods, comparing price and nutriment. These are telling facts which millers should use in their advertising to disprove to the public the fallacies which have been spread broadcast by the press.

Anglo-Russian Trade

Russo-British Journal of Chamber of Commerce.

What will be the result of the war on Anglo-Russian trade is a question to which there should be but one answer. Of the outcome of the war, it is unnecessary to speak, for all considerations are based on the inevitable victory of the united forces of the Allies. The outstanding feature in the commercial situation is the dominant position hitherto occupied by Germany. No less than 50 per cent. of Russian foreign trade has been with Germany, largely as a result of the Commercial Treaty of 1904, so favorable to German interests. With the assistance of a conventional tariff, which permitted German goods to enter Russia under a reduced Customs duty, and backed by the push of a network of agents who are instructed to give long credit terms, Germany has secured more than a lion's share of Russian trade, and in some branches almost a monopoly. The question before us is, how, after the conclusion of peace, will Russo-German trade be changed? There is no doubt that Germany will put forward super-human efforts to re-establish her connections. Her merchants will but increase their proverbial pushfulness to overcome the temporary aversion to German goods. It is for the British merchant to take advantage of the opportunity to wrest the Russian market from Germany, and while it is possible that he will be assisted by facilities from the Russian Government in the shape of preferential Customs treatment, yet this preferential treatment will hardly be sufficient in itself to assure the sale of British manufactures in Russia to the extent which is warranted by the relative capabilities of England and Germany to supply the Russian market. British merchants and manufacturers will have to become less conservative in their business methods and profit by the lessons of Germany's progress, a progress largely based on credit terms which the Russian buyers expect and obtain, and a free use of commercial travellers who speak Russian. There is no need to overlook the fact that a great incentive to Anglo-Russian trade would be given by an alteration in the Russian commercial law according greater security for industrial enterprises and capital investments.

THE CLERKS' PAGE

TOOK BACK THE RETURNED SALMON.

Editor Clerks' Page,—In reading the clerks' page in your last week's issue, I noticed a question concerning a woman who sends to a store for a can of salmon. She opens it and finds—as she thinks—that it is not good or not nice looking and so returns it. As this has happened to me I was much interested in it, and so will tell you what I did in a similar case. Before the woman bought the can of salmon, I told her I had four grades, of which she chose the cheapest. Of course the salmon was good enough for the price—13c a can. I had bought a little quantity of it for some of my customers who wanted that sort. I looked at the salmon and found it to be in good order. I told her it seemed to be alright to me but that of course it was not like the salmon which sells at 25c or 30c a tin. Anyhow I took back the salmon and to my great surprise the woman after I gave her back her money, bought from me $1.50 worth of goods. Also since that time she has been in three times and always bought quite a lot from me for which she paid the cash. Otherwise I would certainly have lost these sales and more of them, and now she always buys the best which is really the cheapest. I would like to know what others would have done in similar instances. I think I was in the right, was I?

H. L———.

Carleton Place, Ont.

* * *

FINE BATTLESHIP TRIM.

THE accompanying illustration shows another conception of a battleship made out of grocery articles. This man-of-war window was shown some time ago in the store of T. Burnett, of Bellevue, Alta. It will be noted that the hull of the vessel is made chiefly out of canned tomatoes. Canned fruit is used for the railing and fruit in jars stands around the stern to represent the sailors. The towers on the foredeck are made of coffee in tins, jams in tins and canned fruits. There is an exceedingly tall mast with a Union Jack on it, but which does not show up distinctly on the reproduction made of canned fruits also. Bottles of wine and catsup represent the guns sticking out from the portholes. There are also one or two toy guns sitting on top of the tins of coffee. There is a British flag on the stern and pasted or nailed on the background are the flags of Great Britain, Russia, Japan, France and Belgium. At the time the display was made, Italy had not yet entered the war. A more minute description of how the battleship was made will be seen from the following:

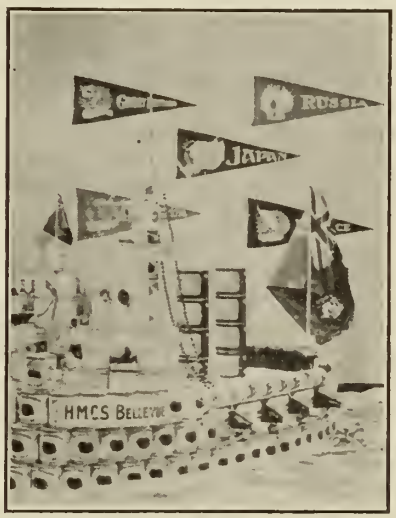
Hull was made of canned goods.

The funnels are five-pound tins of jam.

The deck is made of sago.

The mast of small tins of spices.

Ladder to the mast is cranberries



Battleship trim shown recently in the store of T. M. Burnett, Bellevue, Alta.

strung on string, with cross pieces of tooth-picks.

Man in the crows-nest is a tar soap doll.

The guns are bottled goods.

This boat was equipped with miniature electric lights for night advertising. On the floor was cheese cloth, soaked in water and sprinkled with green sweeping powder. The display was made by Fred Chapple. It is to be regretted that the photograph of this trim was not larger as it certainly is a very clever design and one that would have showed up well in a large cut.

* * *

"REPLACE EVERYTHING NOT SATISFACTORY."

Editor, Clerks' Page, Canadian Grocer:

Dear Sir,—Re question, "What would you do?"

Cases of this kind have occurred with me before, and I have found by experimenting on such complaints, that it is far better to replace the can without argument, as when a woman thinks a can of goods is bad, it is almost impossible to convince her that it is not, although she may be entirely in the wrong. If you refuse to replace the goods, she will, nine times out of ten, stop trading with you, and you will lose many times the price of the canned goods in the long run. My belief is "Replace all goods that are not entirely satisfactory." If they are bad, throw them out, if they are good, empty into a glass container and you can use them at your own home.

Ford Small.

Maple Creek, Sask.

* * *

WELL REPRESENTED AT THE FRONT.

There are many firms in the foodstuff industry whose ranks are depleted by members going to the front. Gunns, Limited, Montreal and Toronto, is well represented.

The following officers and employees of the staff of Gunns Limited, twenty-three in all, are now with the colors:

The president of the company, Lt.-Col. J. A. Gunn, commanding the 24th Battalion Victoria Rifles, Montreal.

Major Dr. J. N. Dunn, in charge of the specialists' department of the Canadian hospital at Shorncliffe, England.

Sgt. Chas. Ball, Lance-Corp. Muir, Privates Chambers, Sedden, Imlach, Harrower and Clackett, 48th Highlanders.

Sgt. Cleverley and Private Fields, Queen's Own Rifles.

Signaller Sgt. Earnshaw, Royal Canadian Dragoons.

Privates Wm. Montgomery and Geo. Grice, Princess Patricias L. I.

Privates Nelson Martin and S. F. Flavelle, Mississauga Horse.

Privates Stephenson and Cotton, 36th Regiment.

Private J. B. Ironside, 36th Battalion, Hamilton.

Privates J. Green, R. Green and R. Adams, Eaton Machine Gun Battalion.

Driver Frank Ball, 9th Field Battery.

Of the above, Private Grice was killed in action some time ago and Sgt. Ball, Lance-Corp. Muir and Private Imlach have been wounded, but from latest reports are apparently all well on the way to recovery.

CURRENT NEWS OF WEEK

Quebec and Martime Provinces.

Lieut. C. A. R. Tennant, formerly a Montreal merchant, has been killed at the front.

Savage & Blaufrim, general merchants, South Roxton, Que., have registered.

The Westminster Provision Stores, grocers and butchers, Montreal W., have registered.

Ingraham, McLeod & McDonald have registered as general merchants at New Victoria, N.S.

Chas. McCormick, general dealer, Sydney Mines, N.S., sustained a fire loss recently.

Merchants of New Glasgow, N.S., close Wednesday afternoon from June 16 to August 25, both inclusive.

R. Boily, Les Eboulements, Que., has purchased the general merchandise and store fixtures of John Connelly, Les Eboulements.

The bakery of James Strachan, Ltd., on City Hall Avenue, Montreal, was burned on June 1, the loss amounting to $100,000.

J. H. Kelley, formerly manager of the Civil Service Co-operative Store, in Ottawa, has opened a store at the corner of Albert and O'Connor Streets, Montreal, under the name of the New Method Grocery.

William Mulock, Jr., of Toronto, son of Sir William Mulock, and one of the shareholders of the Atlantic Sugar Refineries, Limited, St. John, N.B., was made a director of the company at a recent meeting. He fills the vacancy caused by the resignation of Henry J. Fuller, formerly of Montreal, who recently moved to New York.

Allison Ltd. is the name of a new grocery firm in Halifax, N.S. The store will be situated near the centre of the shopping district on Barrington St. and is headed by Mr. Allison, a former Halifax man who has had a long experience in the grocery business, both wholesale and retail. He was a traveling salesman for years for a couple of Halifax wholesale grocery houses, and retired from the road to manage the Miles & Co. retail business of Glace Bay from where he came to Halifax.

Ontario.

J. R. Harrison, grocer, Toronto, has sold to M. Cronan. —

James Sexsmith, grocer, Toronto, passed away recently.

R. Barker, grocer, Toronto, is succeeded by H. L. Mole.

L. H. Clarke, grocer, Keewatin, Ont., is succeeded by H. Turley.

Edward Clements, grocer, Toronto, has sold to the Lynn Grocery Co.

Hugh Malcolmson, a Chatham, Ont., grocer, sustained a fire loss recently.

The Welland Co-operative Society, of Welland, Ont., has made an assignment.

J. S. Richardson, a general merchant in Tilbury, Ont., passed away last week.

The general store of H. Phillips, Lambton Mills, Ont., was destroyed by fire last week.

J. U. Tyson, grocer, flour and feed merchant, Wiarton, Ont., sustained a fire loss recently.

R. M. Lindsay, of St. Thomas, Ont., has purchased a general store in Wingham, Ont., and has taken possession.

Edward McGinty, of Lynch & McGinty, grocers, Belleville, Ont., was killed by falling under a train at Napanee.

The Retail Grocers' Association of London, Ont., have now joined in with the Retail Merchants' Association as the London Grocers' Section.

E. F. Mason, a Peterborough, Ont., grocer, has disposed of horses and delivery wagons and purchased an automobile to take their place.

The Hamilton, Ont., Board of Trade, which includes many merchants and foodstuff manufacturers, will visit the Buffalo Chamber of Commerce June 15-17.

The Dominion Canners, Limited, have purchased the Mongolia property on William Street, Chatham, Ont., near the G.T.R., where they intend to erect a factory.

Western Canada.

Fred Dibden, grocer, Saskatoon, Sask., sustained a fire loss recently; insured.

Merchants of Nokomis, Sask., close Wednesday afternoon during June and July.

J. B. Muter, general merchant, Hawarden, Sask., has opened a branch at Broderick.

Porter & Co., Ltd., general merchants, Broadview, Sask., have been incorporated.

Cousins & Cummings, general merchants, Highland, Alta., have dissolved, J. Cousins continuing.

J. W. Lambert, general merchant, Prince George, B.C., has disposed of the dry goods department.

W. G. Hicks, who has been in the employ of the W. W. Cooper Company, of Swift Current, Sask., has severed his connection with them and has accepted a similar position with H. Snell, Ltd., of Moose Jaw, Sask.

The grand council of the United Commercial Travellers' Association was held last week in Saskatoon. Grand officers were there from Winnipeg, Brandon, Regina, Moose Jaw, Medicine Hat, Calgary, Edmonton and Lethbridge.

At a meeting of the Retail Merchants' Association, Winnipeg, it was decided to support in every way the National Patriotic carnival to be held there July 1 to 10. It was agreed to decorate a float and also to be represented in the procession itself. The merchants will also decorate their stores during the time the carnival is in progress. A committee was formed to make further arrangements regarding the matter.

At a meeting of the executive of the Retail Merchants' Association, Cranbrook, B.C., F. A. Riches was chosen as secretary to succeed G. S. Hougham, resigned. Mr. and Mrs. Hougham are leaving soon for their new location at Nanaimo where Mr. Hougham has taken the secretaryship of a newly formed association.

The annual convention of the Manitoba and Saskatchewan Wholesale Grocers' Guild closed recently. The most important items discussed were freight rates and the adjustment of prices of competitive lines of groceries. Matters affecting the financial standing of firms during this year which has been a particularly hard one for the retail and wholesale grocers, were given a thorough sifting at the meeting.

WILL OF JOHN CUDAHY.

The will of John Cudahy, the millionaire meat packer, whose death was reported some time ago, was filed in Chicago May 3rd. The estate is estimated by his attorneys at $1,500,000. It is left to his widow and four children.

An Interesting Tea Situation Again

Religious Trouble in India—Canned Goods Selling Splendidly to Retail Trade—Sugar Continues Firm—Firmer Situation in Several Dried Fruits—Bean Market Fairly Well Cleaned Up.

Office of Publication, Toronto, June 10, 1915.

THE wheat situation both in Chicago and Winnipeg is particularly interesting in view of the crumbling which has attended prices for the last couple of weeks. July wheat in Winnipeg is quoted now at $1.28; a week ago it was $1.44. A month ago it was $1.62. There is therefore a break in the Western wheat market of thirty-four cents in one month. Only less spectacular in proportion is the break in Chicago. At time of writing July wheat is quoted at $1.16; one month ago it was $1.31; so that here too there is a break of fifteen cents. Prices are down of course, chiefly in sympathy with the excellent crop prospects for both United States and Canada.

The large winter wheat crop now practically assured in the States has done much to reassure people on the score of how it would turn out. It is practically harvested in the Southern States, and is in process of harvesting in Kansas, and consequently any damage now done by adverse weather conditions cannot materially affect it. As for the September crop this is estimated now at 675,000,000 bushels in the States, and in Canada at 200,000,000 bushels. Adding to this the winter wheat crop in both countries it should give a total of 950,000,000 bushels for the States and 220,000,000 bushels for Canada. It has been ascertained that the damage done by recent frost was only slight and really will not cut much ice.

There is, however, the other side of the medal to look at. It is true that prices are considerably lower now than they were one month ago, but they have got to go a long way yet until they reach the level at which wheat was sold in Winnipeg and Chicago on this date last year. On June 7th, 1914, July wheat was selling in Winnipeg for 96¼ cents; in Chicago for 86¾ cents. These contrast oddly with $1.28 and $1.16, the figures respectively for this year. So that wheat is still very high.

In most of the European countries fairly good crops are going to be harvested, but of course the total acreage must be considerably below that of last year. And while this crumble in wheat prices has been spectacular now for a couple of weeks, it is only really a little thing compared with the big disparity between wheat prices this year and wheat prices last year.

These are days when oatmeal is giving place to seasonable and lighter breakfast food, and in that connection prices on oats are down this week. This is part of a general downward movement in which all the cereals without exception are sharing and they of course are following the phase of the wheat market which we have just discussed to some extent.

So far as produce and provisions are concerned, bacon shows a tendency to be firmer and prices are about ¼c higher this week. Butter on the other hand is coming in more easily and more plentifully and the quality is exceptionally fine. This is because the grass throughout the country is in such excellent shape and has not so far —owing to the dry and perfectly cool weather—attained that rank state which becomes its part and parcel later on in the year.

Cheese is still abnormally high, but this is chiefly due now to the fact of the intense dearth of new make in England. The cheese factories over there are not making anything like the amount of cheese they were at this time last year and every possible cheese that can be snapped up here or in the States is bought at whatever the figure. Nevertheless there is a slightly easier tone to the market and sometime within the next few weeks we think we may possibly see prices somewhat lower. It is not to be hoped, however, that they will get as low as during most years.

There is little change in the situation of new-laid eggs, except to note that the demand for storage has more or less ceased. Public consumption is as large as ever and deliveries are correspondingly heavy.

Markets in Brief

QUEBEC MARKETS.

FLOUR AND FEEDS—
Manitoba up 50c per bag.
Several lines of feeds up.
Ontario flour market firmer.
Easier feeling in rolled oats.
Fair demand for shorts and bran.

FISH AND OYSTERS—
Gaspe salmon reduced to 15c.
Large mackerel scarce this run.
Lower prices on Western salmon.
Dressed bullheads up to 12c lb.
Frogs' legs down slightly.
Slight advance in lobster prices.

FRUIT AND VEGETABLES—
New beets cheaper.
Wax and green beans down to $2.75.
Cucumbers plentiful, $2.50.
Florida celery nearly off market.
Shallots replace Bermuda onions.
Spinach down to 50c per box.
Old turnips up to $1 bag.
Apricots and peaches arrive.
Strawberries slightly firmer.

PROVISIONS AND PRODUCE—
Meat market continues firm.
Butter prices decline again.
Decline in cheese almost sure.
Eggs affected by hot weather.
Lots of old crop honey in stock.
Ducklings arrive at 23-28c.

GENERAL GROCERIES—
Big jump in China Congous.
Dried beans getting firmer.
No advance occurred in sugar.
Shelled walnuts slightly easier.
Tapioca and sago held firmly.
Valencia raisin stocks low.

ONTARIO MARKETS.

FLOUR AND CEREALS—
Manitoba flour lower.
Reduction in winter wheat.
All cereals lower.
Mill feeds down.

PRODUCE AND PROVISIONS—
Lard levels higher.
Breakfast bacon up.
Lots of butter coming.
Cheese slightly easier.
New laids unchanged.

FISH AND OYSTERS—
Lobster getting scarcer.
Whitefish slightly lower.
Frogs' legs big seller.
Flounders stiffen in price.
Eastern salmon in.

FRUIT AND VEGETABLES—
Strawberries higher.
Late Valencias advance.
Grape fruit scarce.
Canadian lettuce selling.
Spinach much lower.

GENERAL GROCERIES—
Tea up again.
Sugar market firm.
No change in coffees.
Canned goods selling.
Rice in good demand.
Spices unchanged.
All fruits slow.

QUEBEC MARKETS.

Montreal, June 10.—Business has not been so bad during past week, and the whole of May showed up well. This was true of the wholesale trade and in the primary market as well. Stocks are mov-

ing out well, and sorting business is good.

Interest is centered this week in decision arrived at by the trade on the subject of canned goods. The threat was made at the end of the month that prices would be slaughtered, that being the date on which contracts with the canners expired. It begins to look as if the long-talked-of holding company will be formed, and that prices will be maintained. At the time of writing, apart from a few details, it was stated that the formation of this holding company had been completed.

Anxious eyes are being turned towards the tea market. China Congous have reached a new level, and are going higher. Ceylon and India blacks remain very high.

SUGAR.—No change was made in Montreal quotations when the market was so strong last week, and in the meantime raws have eased off slightly—from 4 to around 3 15-16c. Trade here has resumed its former dullness after a short period of business. Refiners are looking towards a big improvement in the near future on account of the arrival of cheap fruits.

Extra Granulated Sugars—	Per 100 lbs.
100 lb. bags	6 65
20 lb. bags	6 75
2 and 5-lb. carton	6 95
Yellow Sugars—	
No. 3	6 50
No. 1	6 25
Extra Ground Sugars—	
Barrels	7 05
50 lb. boxes	7 25
25 lb. boxes	7 45
Powdered Sugars—	
Barrels	6 85
50 lb. boxes	7 05
25 lb. boxes	7 25
Paris Lumps—	
100 lb. boxes	7 40
50 lb. boxes	7 50
25 lb. boxes	7 70
Crystal Diamonds—	
Barrels	7 30
100 lb. boxes	7 40
50 lb. boxes	7 50
25 lb. boxes	7 70
Cartons and half cartons	8 05
Crystal Dominoes, cartons	8 15

TEAS.—Cables received here from Hankow state that price on cheapest Congous is 23c, which is higher than prices being quoted here to-day. China Congous were offered at 18 and 19c here last week. This condition is brought about by Russia, whose buyers are clearing the market daily. China greens have not opened up yet, and the general impression is that China will make more black tea than usual to meet the Russian demand. Thus, the supply of China greens is liable to be smaller than usual. Scarcity of freight space is telling more and more on the tea market, and it is difficult to make shipments on account of the impossibility of securing freight room. Freights from Calcutta are three times as much as they were before the war. Grocers in Montreal have accepted the advance, and in the past ten days have placed orders at the higher figures. They say that, of course, the public will have to pay the difference as usual. A New York importer writing to their agents here, state that if their customers want their orders executed, they must disregard all limits, and leave their principals to do the best possible under the circumstances. They are speaking principally of China Congous. The market for Japans is strong, and on about the same basis as a year ago. Montreal importers are reported to have been in New York buying heavily in anything they can lay their hands on in the shape of Ceylon and Indias. From Formosa arrivals are reported to be coming in sparingly, and the market is strong.

DRIED FRUITS.—Valencia raisins stocks seem to have run rather low, and importers are receiving inquiries from widely distributed points. Prices are a cent higher than those in May, but Valencias are not an important factor in the market just now, and they are being replaced by California muscatels. Prices on new pack prunes for fall are easier, but spot goods are held firm, and stocks are limited. The easiness in California is probably due to the fact that an end to the war cannot be seen, and little exporting will be done this year.

EVAPORATED FRUITS.	Per lb.	
Apples, choice winter, 50-lb. boxes	....	0 08
Apples, choice winter, 25-lb. boxes	....	0 08½
Apricots	0 11½	0 12½
Nectarines, choice	....	0 11½
Peaches, choice	0 07½	0 08½
Pears, choice	....	0 13½
DRIED FRUITS		
Candied Peels—		
Citron	0 20	0 21
Lemon	0 13½	0 14
Orange	0 13½	0 14
Currants—		
Amalias, loose	....	0 07½
Amalias, 1-lb. pkgs.	....	0 08
Filiatras, fine, loose, new	....	0 07
Filiatras, packages, new	....	0 08
Vostizzas, loose	....	0 09
Dates—		
Dromedary, package stock, per pkg.	....	0 09
Fards, choicest	....	0 12½
Hallowee, loose	....	0 08
Hallowee, 1-lb. pkgs.	....	0 07½
Figs—		
8 crown, 12 lb. boxes, fancy, layer, lb.	....	0 14
7 crown, 12 lb. boxes, fancy, layer, lb.	....	0 14
6 crown, 12 lb. boxes, fancy, layer, lb.	....	0 13½
1 lb. glove boxes, each	....	0 12
Prunes—		
30 to 40, in 25-lb. boxes, faced	....	0 14
40 to 50, in 25-lb. boxes, faced	....	0 13
50 to 60, in 25-lb. boxes, faced	....	0 12
60 to 70, in 25-lb. boxes, faced	....	0 11
70 to 80, in 25-lb. boxes, faced	....	0 10
80 to 90, in 25-lb. boxes, faced	....	0 09½
90 to 100, in 25-lb. boxes, faced	....	0 09
Raisins—		
Malaga, table box of 22 lbs., 3-crown cluster, $2.60; 5-crown cluster	....	3 60
Muscatels, loose, 3 crown, lb.	....	0 09
Sultana, loose	0 10	0 11
Sultanas, 1-lb. packages	0 11½	0 14
Valencia, selected	....	0 09
Valencia, 4-cr. layer	....	0 09½
Cal. seedless, 16 oz.	....	0 11
Seedless, 12 oz.	....	0 09
Fancy seeded, 16 oz.	....	0 10
Choice seeded, 16 oz.	....	0 09½

Prices quoted on all lines of fruits are liable to be shaded for quantities, according to the state of market.

RICE.—A local house has just got in a large consignment of Siam of good value at 4½c. Patnas are firm, and are quoted higher in London than prices here on old crop, of which the supply in Canada is large. There is no change in Rangoons. Tapioca and sago are held firm. Shippers are asking 6¼ to 6½c per lb., which is little less than quotations to the retail trade here.

Rangoon Rices—	Per cwt.
Rangoon, "B"	3 70
"C.C."	3 60
India bright	3 85
Lustre	3 95
Fancy Rices—	Per cwt.
Imperial Glace	5 50
Sparkle	5 70
Crystal	5 45
Ice drips	5 80
Snow	5 70
Polished	4 85
Pearl	5 05

Prices are per 100 lbs., packed in bags (250 lbs.), half-bags (100 lbs.), and quarter-bags (50 lbs.); add 10c per 100 lbs. for pockets (25 lbs.), and 20c for half-pockets (12½ lbs.)

Imported Patna.	Per lb.	
Bags, 224 lbs.	0 06	0 06½
Half bags, 112 lbs.	0 06¾	0 06
Quarter bags, 56 lbs.	0 06⅞	0 06¼
Velvet head Carolina	0 09¾	0 10½
Sago, brown	0 06½	0 07
Tapioca—		
Pearl, lb.	0 06½	0 07
Seed, lb.	0 06½	0 07

MOLASSES.—The tone of this market is firm in Barbadoes for fancy and choice. A local wholesaler has placed order for 500 puncheons delivered June, where for May and June his orders usually aggregate 5,000 puncheons. It will be seen that the trade is buying for immediate needs only, and not for stock. No crop molasses is selling for 42c per gal. per puncheon for fancy—the same price as was asked for old crop. The planters do not seem to have come down any in their quotations, 39½c and 40c being asked, all charges paid in Montreal.

	Price for Island of Montreal.	
Barbadoes Molasses—	Fancy.	Choice.
Puncheons	.45	.41
Barrels	.48	.44
Half barrels	.50	.46

For outside territories prices range about 3c lower for fancy; nothing for choice.

Carload lots of 20 puncheons or its equivalent in barrels or half barrels, to one buyer, may be sold at "open prices." No discounts will be given.

Corn Syrups—	
Barrels, per lb., 3¾c; ½ bbls., 4c; ¼ bbls.	0 04¼
Pails, 3½ lbs., $1.95; 25 lbs.	1 46
Cases, 2 lb. tins, 2 doz. in case	2 65
Cases, 5 lb. tins, 1 doz. in case	3 00
Cases, 10 lb. tins, ½ doz. in case	2 90
Cases, 20 lb. tins, ¼ doz. in case	2 85
Maple Syrups—	
New, pure, per 8½ lb. tin	0 75 0 80
Pure, in 15 gal. kegs, 8c per lb. or, per gal.	1 15
Maple sugar, pure, per lb.	0 10 0 12

NUTS.—The market on shelled walnuts is a little easier, local houses asking 33c by the box, and 32c for 5 to 10 boxes. There is a good demand for peanuts, prices ranging from 7½c to 12½c. Nuts in shell are very quiet.

Almonds, Tara	0 16	0 18
Grenobles, new	0 14	0 16
Marbots, new	....	0 12
Shelled walnuts, new, per lb.	0 32	0 33
Shelled almonds, 28-lb. boxes, per lb.	....	0 37
Sicily filberts	0 13	0 14
Filberts, shelled	....	0 28
Pecans, large	....	0 18
Brazils, new	....	0 12½
Peanuts, No. 1, 12½c; No. 2	....	0 09½
Peanuts, No. 3	....	0 08½

COFFEES.—Market firm, and fair demand. June for coffees and spices is quiet. Business should be better in July.

Coffee, Roasted—		
Bogotas	0 26	0 30
Jamaica	0 21	0 22
Java	0 31	0 36
Maricaibo	0 22	0 25
Mexican	0 27	0 28
Mocha	0 33	0 36
Rio	0 15	0 17
Santos	0 21	0 23
Chicory, per lb.	0 10	0 12

SPICES.—There are no features of unusual interest in this market, and local trade is quiet. June is an intermediate month, and business will not brighten up until July. There is a demand for concentrate needs in the States for gingers, peppers, nutmegs, cassias, herbs and seeds. Higher prices are looked for on red peppers on top of the enormous advances which have already taken place

	5 and 10-lb. boxes	¼-lb. pkgs. dozen.	¼-lb. tins lb.
Allspice	—0 17	0 70—0 80	—0 24
Cassia	—0 23	0 78—105	—0 31
Cayenne pepper	—0 30	1 08—1 21	—0 36
Cloves	—0 41	1 21—1 31	—0 48

Cream tartar—40-45c.			
Ginger, Cochin	0 19	—....	—....
Ginger, Jamaica	0 23	1 00—1 15	—0 31
Mace	0 80	1 00—1 15	—1 00
Nutmegs	0 40	1 08—1 26	—0 75
Pepper, black	0 20	0 90—1 00	—0 31
Pepper, white	0 31	1 15—1 20	—0 40
Pastry spice	0 23	0 95—1 20	—0 31
Pickling spice	0 20	0 85—1 00	0 80—0 95
Turmeric	0 21—0 23	—....	—....

Lower prices for pails, boxes or bailers when delivery can be secured.

Cardamon seed, per lb., bulk	2 00	2 50
Carraway—		
Canadian	....	0 13
Dutch	0 16	0 18
Cinnamon, China, lb.	0 22	0 25
Mustard seed, bulk	0 19	0 23
Celery seed, bulk	0 36	0 46
Cayenne cbillies	....	0 35
Sbredded cocoanut, in pails	....	0 19½
Pimento, pure	....	0 17

DRIED VEGETABLES.—Beans are firmly held for 3 lb. pickers at $3.10 and $3.25 to the wholesalers, and there seems more of an inclination in the trade of sitting up and take notice speculatively. There has been quite a little speculating going on by those who believe that the market will work higher before fall.

Beans—		
Canadian, 3-lb. pickers, per bushel	3 25	3 30
Yellow, per busbel	....	3 50
Yellow eyes, per busbel	....	3 50
Lima, per lb.	0 07½	0 08
Peas, wbite soup, per bushel	2 85	3 00
Peas, split, bag, 98 lbs.	....	5 25
Barley, pot, per bag	....	2 85
Barley, pearl	....	4 50

CANNED GOODS.—The statement is made here that, apart from a few details, the formation of a holding company for the independent canners has been completed. "If it goes through," says one wholesaler, "the prices will be better maintained. Of course, there have been certain quantities of canned goods from outside canners sold at less than a profit limit, but these were small compared with the large quantities in the hands of the large canners, which really determine market prices. With the limited pack this year, prices are not high according to the cost of packing."

In the canned salmon market, chums have a tendency to be cheaper.

ONTARIO MARKETS.

Toronto, June 10,—The outstanding feature of the markets this week has been the continued drop of wheat prices. The wheat markets just at present are in undisputed control of the bears, and a bull voice is but a still, small voice. In the market summary Canadian Grocer goes into figures showing the decline during this last month, and also a comparison of wheat prices now and twelve months ago. It is not necessary to reprint those figures here. Some more and some facts may, however, be complementary. First of all, no let-up to the downward trend of the Winnipeg and Chicago markets is in immediate sight, and it looks as if lower levels will be registered, and pretty soon at that. There are those who say the decline has gone too far, but they talk as bulls without acting as bulls, for they won't buy in any quantity yet to stand on it for a profit. It is true that the supply of old wheat is not adequate, but that is more than offset by the exceptionally fine crop prospects, consequent upon which would-be buyers are offering only low prices. An official crop estimate to hand as we go to press promises an increase in the American wheat yield of 60,000,000 bushels, and in the Canadian yield of 50,000,000 bushels. Therefore, this continent will have 110,000,000 more bushels to offer Europe this year, and, while crops over there are bound to be less—and, therefore, our extra hundred thousand bushels will be useful—still there will be some wheat of Europe's own growing and would-be sellers would be foolish to suggest that Europe is crying out for wheat because she hasn't a bit of her own. Nevertheless, farmers on this continent will to a certain extent be able to sell when and for what they want, and the big question for the farmer is, "When shall I sell?"

Consonant with and consequent upon the market crumble in wheat all cereals and some feeds have suffered a decline. At that, business is but poor.

It is good to be able to report that the first week of June has shown considerable improvement over the month of May, which, readers will remember, was an unfortunate one for most wholesalers and retailers alike. Trade has looked up and grocers are confident, if last week be any augury, of a good month now and better to come.

Apropos the high prices on tea—there is another advance in London of a farthing—a prominent tea man here had a letter from a friend in London, which reads in part: "Looking at the tea position all round, I cannot possibly find any weakness in the position. We will be getting large quantities of Ceylons of very inferior quality during the next two months, but every pound of it will be needed; and if it were not for this little extra weight of Ceylon tea coming along, grades would be somewhere nearer 1/6 per pound than one shilling. My reading of the position is that nothing can happen to bring the price down, but that sheer force of circumstances and whatever may happen, politically or owing to possible submarine successes, can do nothing else but send up the price of tea." In this connection we would point out the article dealing with this question which appears on another page in this issue.

SUGAR.—The statistical position is still strong in New York, although there has been some weakness incidentally. Weather in Cuba is unsettled. Buyers of raws are holding off to some extent just now, but this seems only a temporary condition. Fruit preserving season will soon be here, and then refiners will have to sell to a considerably larger extent than right now. They have been holding off as long as they could, but they will have to buy shortly. This is the case too in Toronto, and an advance is looked for. The market is strong, and any weakness is put down as a vagary; 4c raws in New York ought to mean a seven dollar basis here, and an advance would not surprise anybody. Keen competition may prevent it. The strength of the situation still is a big lot of foreign buying. Then, too, a cargo of sugar went to the bottom two or three days ago, and doubtless that will have a bull effect, even if it is only slight.

Extra Granulated Sugars, Montreal Refined—per 100 lbs.	
100 lb. bags	6 71
20 lb. bags	6 81
10 lb. bags	6 86
2 and 5-lb. cartons	7 00
Nova Scotia refined, 100-lb. bags	6 61
New Brunswick refined, 100-lb. bags	6 71
Extra Ground Sugars—	
Barrels	7 11
50 lb. boxes	7 29
25 lb. boxes	7 41
Powdered Sugars—	
Barrels	6 91
50 lb. boxes	7 11
25 lb. boxes	7 31
Crystal Diamonds—	
Barrels	7 36
100 lb. boxes	7 46
50 lb. boxes	7 56
Cartons (20 to case)	8 11
Cartons (50 to case)	8 61
Crystal Dominoes, cartons	8 11
Paris Lumps—	
100 lb. boxes	7 46
50 lb. boxes	7 56
25 lb. boxes	7 76
Yellow Sugars—	
No. 1	6 31

Barrels granulated and yellow may be had at 5c per cwt. above bag prices.

TEA.—There is nothing of importance in the local market. The situation abroad continues awkward, and, as we have suggested already, the view taken in London is frankly serious, as is evidenced by the letter reproduced.

Tuesday was auction day in Colombo, and one large company has received a cable from their correspondents there reading as follows:

"Civil disturbances here. All business suspended." This firm thinks it is very serious news indeed. No cables came through since last Wednesday, and all ships sailing from Calcutta to London, that usually stop at Colombo, have not been stopping there on account of the local disturbances. Consequently, there has been great shortage of freights. It was fully expected that the London auction yesterday would jump from two to five cents per lb, on the news, but it only advanced another farthing. This, however means an advance of a cent in the last two weeks. It is at this rate at least that the market has been steadily advancing for months past—about a farthing a week. Tea men these days are thankful that a farthing advance is all.

DRIED FRUITS.—Currants continue firm because of rumors that the situation in the primary market is so strong; the crop has been pretty well cleaned up, and supplies are difficult to get forward even when bought. Raisins are firmer all round, and Valencias in particular are very strong. They are scarce on this market and while we quote 10 to 10½c we hear of sales at half a cent higher.

Evaporated apples are dull. Prunes show little activity and sales are few and far between. Dates and peaches have their average sale. The dried fruit market is more or less dull. These are the dog-days; fresh fruit is with us.

Apricots—		
Standard, 25 lb. boxes	0 13	0 14
Choice, 25 lb. boxes	0 14	0 14½
Apples, evaporated, per lb.	0 08	0 08½
Candied Peels—		
Lemon	0 13	0 14
Orange	0 13	0 14
Citron	0 19	0 22
Currants—		
Filiatras, per lb.	0 08	0 08½
Amalas, choicest, per lb.	0 08½	0 08¾
Patras, per lb.	0 08¾	0 09
Vostizzas, choice	0 10	0 10½
Cleaned, ½ cent more.		
Dates—		
Farls, choicest, 12-lb. boxes	0 09½	0 10
Farls, choicest, 60-lb. boxes	0 09	0 09½
Package dates	0 06	0 08½
Hallowees	0 07¼	0 07¾
Prunes—		
30-40s, California, 25 lb. boxes	0 14½	0 15
40-50s, 25 lb. boxes	0 12½	0 13½
50-60s, 25 lb. boxes	0 12	0 12½
60-70s, 50 lb. boxes	0 10½	0 11½
70-80s, 50 lb. boxes	0 09	0 09½
80-90s, 50 lb. boxes	0 08	0 09
90-100s, 50 lb. boxes	0 07½	0 08
25 lb. boxes, ½c more.		
Peaches—		
Choice, 50 lb. boxes	0 07	0 07½
25 lb. boxes, ¼c more.		
Raisins—		
Sultanas, choice, new	0 12	0 13
Sultanas, fancy, new	0 14	0 16
Valencia	0 10	0 10½
Seeded, fancy, 1 lb. packets	....	0 10½
Seeded, choice, 1 lb. packets	0 09¾	0 10¼
Seeded, choice, 12 oz.	....	0 08
Seedless, 16 oz. packets	0 10½	0 11
Seedless, 12 oz. packets	....	0 10

NUTS.—The only activity displayed in this market is in shelled walnuts and almonds. There is some buying of these, chiefly for storage. Other lines are only hand-to-mouth. There are no price changes.

	Per lb.	
In Shell—		
Almonds, Tarragona	0 17½	0 18
Brazils, medium, new	0 10	0 11
Brazils, large, washed, new	0 12	0 13
Chestnuts, peck	1 75	2 00
Filberts, Sicily, new	0 13	0 14
Peanuts, Jumbos, roasted	0 12½	0 13½
Peanuts, hand-picked, roasted	0 11	0 11½
Peanuts, fancy, roasted	0 09	0 10
Pecans	0 17	0 18
Walnuts, Grenoble	....	0 18
Walnuts, Bordeaux	0 11	0 12
Walnuts, Marbots	0 13	0 14
Shelled—		
Almonds	0 36	0 37
Filberts	....	0 35
Peanuts	0 11	0 11½
Pecans	0 55	0 60
Walnuts	0 37	0 38

COFFEE.—Situation is easy and demand is light. Prices are unchanged all through the list. There is a steady demand for cheaper grades. On others, though it is said stocks are low, there is little disposition to buy, buyers purchasing in as small quantities as possible. Situation in the primary markets is unchanged and easy. The summer season is a poor one for coffees, comparatively, anyway.

Coffee—		
Standard Old Govt. Java	0 36	0 38
Plantation Ceylon	0 32	0 34
Java	0 35	0 40
Arabian Mocha	0 34	0 37
Guatemala	....	0 30
Bucramanga	0 30	0 32
Mexican	0 30	0 32
Maricaibo	0 26	0 28
Jamaica	0 24	0 26
Santos	0 19	0 22
Rio	0 16	0 18
Chicory	....	0 14

SPICES.—Peppers, both black and white, remain the strong spot on the market. There is considerable call for them and the old difficulty of getting freightage still remains a worry. Market is therefore very firm on these. Cream of tartar is strong and in good demand; spot stocks are low. Ginger has firmed up somewhat, though our quotations are unaltered. Demand for most spices is remarkably good.

	Compound, per lb.	Pure, per lb.
Spices—		
Allspices, ground	....—0 10	....—0 15
Allspices, whole	....—....	....—0 15
Cassia, whole	....—....	0 21—0 23
Cassia, ground	0 14—0 16	0 21—0 26
Cinnamon, Batavia	....—....	0 27—0 29
Cloves, whole	....—....	0 28—0 33
Cloves, ground	0 18—0 22	0 28—0 35
Cream of tartar	0 25—0 35	0 40—0 45
Curry powder	....—....	....—0 26
Ginger, Cochin	0 15—0 17	0 17—0 19
Ginger, Jamaica, ground	0 18—0 21	0 23—0 25
Ginger, Jamaica, whole	....—....	0 25—0 28
Ginger, African, ground	....—....	0 14—0 18
Mace	....—....	0 80—1 05
Nutmegs, brown, 64s, 52c; 80s, 42c; 100s	....—....	....—0 30
Nutmegs, ground ,bulk, 45c; 1 lb. tins	....—....	....—0 50
Pastry spice	....—....	0 22—0 25
Peppers, black, ground	0 14—0 18	0 19—0 24
Peppers, black, whole	....—....	0 20—0 22
Peppers, white, ground	0 19—0 24	0 32—0 36
Peppers, white, whole	....—....	0 30—0 33
Pickling spice	....—....	....—0 15
Turmeric	....—....	0 18—0 20

RICE AND TAPIOCA.—All rices are firm, and there is a steady demand. Patnas are firm, and we quote 7½ to 9c, the latter being low for fancy. Tapiocas show no change. The situation is quite strong and buying, though it is the summer season, is keeping up well.

Rice—		
Rangoon "B," per cwt.	....	3 48
Rangoon, per cwt.	3 50	4 00
Rangoon, fancy, per cwt.	....	5 00
Patna, fancy	0 07½	0 09
Tapioca—		
Pearl, per lb.	0 07	0 07½
Seed, per lb.	0 07	0 07½
Sago, brown, per lb.	....	0 05½

MANITOBA MARKETS.

Winnipeg, June 10.—Heavy rains all over the West occurred Saturday and greatly improved the crop prospects, which are now particularly excellent. This rain has done millions of dollars worth of benefit to the West, and, with another good rain or two, a splendid harvest and in all probability the best in the history of this country is practically assured. Apart from changes in fruits and vegetables and butter and eggs, there are few alterations in quotations this week.

SUGAR.—The raw sugar market is strong and the refined situation in New York in view of the purchases by Britain and France is also quite firm. In discussing the refined sugar market in New York, Willett & Gray say that, while the domestic trade is well protected on refined sugar, the fact that Great Britain and France will undoubtedly have to secure granulated from America, indicates that at present prices the market looks safe with a fair chance of higher prices later on. They further point out, however, that in September the sugar market is generally influenced by offerings of domestic beet sugar from the middle Western States for shipments in October. Granulated and United States refineries cut prices last week below the regular prices, but none of the others followed. After securing considerable business, prices were put back to the same level as the others, tone. Locally sugar is up 5c from last week.

	Per cwt. in sacks.
Sugar, Eastern—	
Standard granulated	7 05
Extra ground or icing, boxes	7 90
Extra ground or icing, bbls.	7 70
Powdered, boxes	7 70
Powdered, bbls.	7 50
Hard lump (100-lb. cases)	8 00
Montreal, yellow, bags	6 65
Sugar, Western Ontario—	
Sacks, per 100 lbs.	7 05
Halves, 50 lbs., per cwt.	7 15
Bales, 20 lbs., per cwt.	7 20
Powdered, 50s	7 45
Powdered, 25s	7 80
Icing, barrels	7 75
Icing, 50s	8 00
Icing, 25s	8 05
Cut loaf, barrels	7 85
Cut loaf, 50s	8 10
Cut loaf, 25s	8 35
Sugar, British Columbia—	
Extra standard granulated	7 00
Bar sugar, bbls.	7 15
Bar sugar, boxes	7 40
Icing sugar, bbls.	7 35
Icing sugar, boxes	7 60
H. P. lumps, 100-lb. cases	7 85
H. P. lumps, 25-lb. boxes	8 10
Yellow, in bags	8 10
Corn Syrup—	
2s, per case 2 doz.	2 73
5s, per case 1 doz.	3 13
10s, per case ½ doz.	3 01
20s, per case ¼ doz.	3 02
B. C. Cane Syrups—	
2-lb. tins, 2 doz. to case, per case	3 75
5-lb. tins, 1 doz. to case, per case	3 50
10-lb. tins, ½ doz. to case, per case	3 50
20-lb. tins, 3 tins to case, per case	3 25
(These prices prevail in Winnipeg, Calgary, Regina, Moose Jaw and Lethbridge. For Edmonton and Saskatoon they are 5c case higher.)	
Molasses—	Per gal.
Barbadoes	0.53
New Orleans	0.34
Maple Syrups—	Per case.
Imperial quarts, case, 2 doz.	5 40
Imperial, ½ gals., 1 doz.	5 55
New, pure, ½ gal. case	9 00
New, pure, ½ gal., quarts, case 2 doz.	9 70
New, pure, quart bottles, case 2 doz.	9 75

DRIED FRUITS.—There is little new in this market from a week ago. Local dealers here look for an easing off in prunes, and it is probable that apricots will also drop somewhat when the new crop comes in. These changes are, however, not expected for some little time.

Apples, evaporated, new, 50's	....	0 08½
Apricots, choice, 25's	....	0 13½
Apricots, choice, 10's	....	0 14½
Apricots, standard, 25's	....	0 12
Currants—		
Dry clean	....	0 07¾
Washed	....	0 08¼
1 lb. package	....	0 08⅞
2 lb. package	....	0 17⅝
Vostizzas, bulk	....	0 10
Dates—		
Hallowee, loose, per lb.	....	0 09
Hallowee, 1 lb. pkgs.	....	0 07¾
Farl dates, 12-lb. boxes	....	1 25
Peaches—		
Standard, 25-lb. boxes	....	0 07¼
Choice, 25-lb. boxes	....	0 07½
Choice, 10-lb. boxes	....	0 08⅛
Raisins, Muscatels—		
3 crown, loose, 25's	....	0 09
3 crown, loose, 50's	....	0 08¾
Raisins, Valencias—		
Fine selected	....	2 50
Four crown layers, F.O.S.	....	2 35
Choice, seeded, lb.	....	0 11¼
Fancy seeded, lb.	....	0 11
12-oz. packages, fancy	....	0 08⅞
12-oz. packages, choice	....	0 08¾
Raisins, Sultanas—		
Corinthian Giants	....	0 13¼
Superfine	....	0 12¼
Finest	....	0 10⅞
Fine	....	0 10¼
Prunes, in 25-lb. boxes—		
90 to 100	....	0 08¼
80 to 90	....	0 08¾
70 to 80	....	0 09⅜
60 to 70	....	0 10
50 to 60	....	0 11
40 to 50	....	0 11⅝
Table Layer Figs—		
7-crown, 3-lb. boxes, per lb.	....	0 15½
5-crown, 10-lb. boxes, per lb.	....	0 15
5-crown, 10-lb. boxes, per lb.	....	0 13¾
4-crown, 10-lb. boxes, per lb.	....	0 13
3-crown, 10-lb. boxes, per lb.	....	0 12⅜
Glove boxes, per doz.	....	1 60
Cooking figs, taps, about 5 lbs., lb.	....	0 07¼
Cooking figs, choice naturals, 28-lb. bags	0 07	0 07¼

RICE AND TAPIOCA.—The tapioca market still displays strength, and dealers are expecting an advance of a cent or so a pound in the near future. Apart from that, there is little of interest in this market.

Rice and Tapioca—		
No. 1 Japan, per lb.	....	0 04¾
No. 2 Japan, per lb.	0 04¾	0 04¾
Siam, per lb. lb.	0 03⅞	0 04

Patna, per lb.	0 07	0 07⅛
Carolina, per lb.	....	0 08½
Sago pearl, per lb.	....	0 04⅝
Tapioca, pearl, per lb.	0 05¾	0 06

NUTS.—There is some little activity in shelled walnuts and almonds. Buying is going along fairly steadily, and the situation has considerable strength. With regard to other lines there is not much doing, with the exception of peanuts.

Nuts—		
Brazil, new stock		0 15
Tarragona almonds		0 19
Peanuts, roasted Jumbos	0 12½	0 14
Peanuts, choice		0 10
Pecans		0 22
Marbot walnuts		0 14½
Sicily filberts		0 14¾
Shelled almonds		0 41
Shelled walnuts		0 41

BRITISH COLUMBIA MARKETS.

By Wire.

Vancouver, June 10.—This is strawberry week, home-grown produce selling well, with the American product practically nil. Flour is down another 20c. The steamer Monteagle brought 700 tons of tea from Formosa, this being the first 1915 crop and the first ship to call there. Fine weather is helping business.

PRODUCE AND PROVISIONS.	
Butter, creamery, per lb.	0 35
New Zealand cubes	0 36½
New Zealand brick	0 37
Cheese, per lb., large	**0 21**
EGGS—	
Local fresh	26 c
Extra selected	21 c
Vancouver Island	26 c
Lard, 3's, per case	8 75
Lard, 5's, per case	8 67
Lard, 10's, per case	8 60
Lard, 20's, each	3 05
GENERAL.	
Almonds, shelled, lb.	0 45
Beans, Ontario, per lb.	06¼c
Beans, Lytton	06¼c
Cream of tartar, lb.	50 c
Cocoanut, lb.	**18½c**
Cornmeal, bail	$3 00
Evap. Apples, 50's	08¾c
Flour, 49's, bbl.	7 95
Lemons, box	3 75 4 25
Potatoes, per ton	20 00
Rolled oats, bail of 80 lbs.	3 85
Onions, lb.	02¼c
Oranges, box	2 75 3 00
Rice, 50's, sack	1 90
Sugar, standard, gran., per cwt	7 44
Sugar, yellow, per cwt.	6 70
Walnuts, shelled, lb., 40c; Almonds	42 c
CANNED GOODS.	
Apples, gals. 6|case	$1 62
Beans, 2's	2 05
Corn, standard, per 2 dozen case	2 10
Peas, standard, per 2 dozen case	2 05
Plums, Lombard, 2's, case	1 90
Peaches, 2½'s, case	4 50
Strawberries and raspberries, 2's, case	4 80
Tomatoes, standard, per dozen, case	2 20
SALMON.	
Sockeye, 1's, 4 doz. case	$9 00
Sockeye, ½'s, 8 doz. case	10 75
Cohoes, 1's, 4 doz. case	4 75
Humpbacks, 1's, 4 doz. case	4 00
DRIED FRUITS.	
Apricots, per lb., 13½c; Apples, lb.	08¾c
Currants, per lb., 08½c; Raisins, seeded, lb.	10 c
Prunes, 70-80, 25's, lb.	08¾c
Peaches, per lb.	07 c
White Figs, per lb.	06 c

CALGARY MARKETS.

Calgary, June 9.—Cheese and lard are firm, with a probable early advance in the latter. White beans are scarce, and Soyas have appeared on this market. A slow demand for flour is reported. A local packing house has received large contracts from the French Government for salt pork and smoked meats, and is working at full pressure to fill same. Creamery and dairy butter have declined rapidly, and new-laid eggs are not so plentiful. Copious rains have fallen, and with warm weather, crop conditions should be excellent.

Fruits—		
Strawberries, crate, 24 pints	....	3 00
Cherries, 8-lb. box	....	2 25
Oranges, case	3 75	4 00
Lemons, case	4 00	4 25
General—		
Beans, small white Japan, lb.	....	0 06½
Beans, Soya, per lb.	....	0 04¼
Flour, No. 1 patent, 98's	3 75	4 25
Rolled oats, bail	....	4 00
Rolled oats, 80s	....	3 60
Rice, Siam, cwt.	....	4 00
Potatoes, No. 1 white, B.C., bushel	....	0 75
Sugar, pure cane, granulated, cwt.	....	7 55
Shelled walnuts, finest halves, lb.	....	0 40
Shelled walnuts, broken, lb.	....	0 30
Produce and Provisions—		
Cheese, new Ontario, large, per lb.	....	0 21½
Butter, No. 1 creamery, lb.	....	0 26
Butter, No. 1 dairy, lb.	....	0 20
Eggs, new laid, doz.	....	0 20
Lard, pure, 3s, per case	....	9 00
Lard, pure, 5s, per case	....	8 93
Bacon, smoked backs, per lb.	....	0 18
Bacon, smoked bellies, per lb.	....	0 21½
Canned Goods—		
Tomatoes, 3s, standard, case	....	2 55
Corn, 2s, standard, case	....	2 10
Peas, 2s, standard, case	....	2 10
Tomatoes, gals., case	....	2 00
Apples, gals., Ontario, case	1 65	1 80
Strawberries, 2s, Ontario, case	....	4 90
Raspberries, 2s, Ontario, case	....	4 50
Salmon, finest sockeye, talls, 48xls, per case	....	10 00
Salmon, pink, talls, 48xls, per case.	....	12 25
Dried Fruits—		
Evaporated apples, 50s, per lb.	....	0 09¼
Peaches, choice, 25s, per lb.	....	0 08
Apricots, choice, 25s, per lb.	....	0 15
Pears, choice, 25s, per lb.	....	0 14

ALBERTA MARKETS.

By Wire.

Edmonton, June 10.—Trade continues brisk. Recent rains had curtailed Northern trade somewhat by delaying freights. Prospects are splendid for big harvest. Flour is coming down rapidly, reports showing United States harvest in good condition. Flour is now $3.65 to $3.75. Butter is down to 30c, with prospects for further decrease. There is no old cheese offered. Dairy butter, No. 1, is 18c, and No. 2, 16c. Cheese, new, is 21c to 22c.

Produce and Provisions—		
Cheese, new, lb.	0 21	0 22
Butter, creamery, per lb.	....	0 30
Butter, dairy, No. 1, 18c; No. 2	....	0 16
Lard, pure, 3's, per case	....	9 00
Lard, pure, 5's, per case	....	8 95
Lard, 10's, per case	....	8 90
Lard, pure, 20's, each	....	2 93
General—		
Beans, Ontario, per bushel	3 75	3 90
Beans, Japan, per bush.	3 90	4 15
Coffee, whole roasted, Rio	....	0 16
Evaporated apples, 60's	0 09	0 09½
Potatoes, per bush.	0 65	0 70
Rolled oats, 20's, 90c; 40's	....	1 83
Rolled oats, bail, $4; 80's	....	3 60
Flour, 98's	3 65	3 75
Rice, per cwt.	....	3 85
Sugar, standard gran., per cwt.	7 55	7 65
Sugar, yellow, per cwt.	....	7 15
Canned Goods—		
Apples, gals., case	....	1 50
Corn, standard, per two dozen	2 00	2 10
Peas, standard, 2 dozen	....	2 10
Plums, Lombard	....	2 20
Peaches	....	3 25
Strawberries, $4.15; raspberries	....	4 00
Tomatoes, standard, per dozen	....	2 50
Salmon, sockeye, 4 doz. talls, case, 1s	....	7 50
Cohoes, 1's, $5.75; humpbacks, 1's	....	4 35
Fruits—		
Lemons	....	4 50

SASKATCHEWAN MARKETS.

(By Wire.)

Regina, June 10.—A slight frost occurred Monday night and garden stuff was damaged, but crops have not been injured seriously. Most grain was hardy enough to withstand the shock. Frost will set it back slightly. Flour is down 20 cents; bail rolled oats are also down 40 cents a sack. Prunes have advanced in California. Creamery butter is 26c and dairy 19c. No. 2 is 14c. Cheese is easier at 21¾, and Valencia oranges are from $4 to $4.50. Tomatoes are going well. Pineapples are $4.75. Watermelons per dozen are $12, and potatoes 80c.

Produce and Provisions—		
Butter, creamery, per lb.	....	0 26
Butter, dairy, No. 1	....	0 19
Cheese, per lb., large	....	0 21¾
Eggs, new laids	....	0 18
Lard, 3's, per case	....	8 90
Lard, 5's, per case	....	8 85
Lard, 10's, per case	....	8 80
Lard, 20's, each	....	2 90
General—		
Beans, Ontario, per bushel	....	3 75
Coffee, whole roasted, Rio	0 17	0 17½
Cream of tartar, lb.	....	0 45
Cocoanut, lb.	....	0 19
Cornmeal, bail	....	2 80
Apricots, per lb.	....	0 12
Evap. apples, 50's	....	0 08⅞
Flour, 98's	....	3 75
Potatoes, Ont., bush.	....	0 85
Rolled oats, bail of 80 lbs.	....	3 10
Rice, per cwt.	....	3 90
Sugar, standard, gran., per cwt.	....	7 44
Sugar, yellow, per cwt.	....	7 04
Walnuts, shelled, 41c; almonds	....	0 41
Canned Goods—		
Apples, gals., case	....	1 39
Broken beans, 2's	....	2 55
Beans	....	2 28
Corn, staudard, per 2 dozen	....	2 28
Peas, standard, per 2 dozen	....	2 28
Plums, Lombard	2 15	2 28
Peaches	....	3 21
Strawberries, $4.33; Strawberries	....	4 73
Tomatoes, standard, per case	2 15	2 00
Salmon—		
Sockeye, 1's, 4 doz. case	....	9 85
Sockeye, ½'s	....	12 35
Cohoes, 1's	....	6 00
Humpbacks, 1's	....	4 60
Fruits and Vegetables—		
Apples, fancy, box	....	2 25
Grapefruit, per crate	....	4 50
Sweet potatoes, per crate	....	4 50
Lemons	....	5 25
Oranges, Valencias	4 00	4 50
Pineapples, case	....	4 75
Potatoes	....	0 80
Celery	....	0 11
Dried Fruits—		
Currants, per lb.	....	0 08⅝
Prunes, 70-80, 25's, lb.	....	0 10½

NEW BRUNSWICK MARKETS.

(By Wire.)

St. John, June 10.—The flour market is of chief interest this week, very little else being changed. The drop in Manitoba wheat has forced down the price to $8.55. Ontario is $7.85. Dealers would not be surprised at further lowering in view of market conditions. Buying is light in expectation of further decline. Pure lard is up to 13¾ to 14c. The rise was looked for following strength in hog market and prices may be higher. There is another slight decline in new cheese to 18 and 18⅛c, because of better supplies. There is a certain slackening in militia orders. Butter is easier, dairy being 26 to 28c. Eggs are plentiful. Business is fair.

Produce and Provisions—		
Bacon, breakfast, per lb.	0 20	0 23
Bacon, roll, per lb.	....	0 17
Beef, barrel	25 00	26 00
Beef, corned, 1's	2 75	3 35
Pork, American clear, per bbl.	25 00	28 75
Pork, domestic, per bbl.	25 00	27 50
Butter, dairy, per lb.	0 26	0 28
Butter, creamery, per lb.	0 29	0 31
Eggs	0 18½	0 19
Lard, compound, per lb.	0 11¼	0 11½
Lard, pure, per lb.	0 13¾	0 14
Cheese, new	0 18	0 18⅛
Flour and Cereals—		
Cornmeal, gran.	....	5 75
Cornmeal, ordinary	....	1 85
Flour, Manitoba, per bbl.	....	8 55
Flour, Ontario	....	7 85
Rolled oats, per bbl.	....	7 75
Oatmeal, standard, per bbl.	....	8 25
Fresh Fruits and Vegetables—		
Lemons, Messina, box	....	7 60
Oranges, Val., case	4 00	5 50
Potatoes, bbl.	1 35	1 45
Sugar—		
Standard granulated	....	6 80
United Empire	....	6 50
Bright yellow	....	6 60
No. 1 yellow	....	6 30
Paris lumps	....	7 60
Lemons, Messina, box	....	....
Beans, hand-picked, bush.	3 45	3 50
Beans, yellow eyes, per bush.	3 50	3 60
Canned pork and beans, per case	2 60	2 90
Molasses, Barbadoes, gal.	0 39½	0 40
Cream of tartar, per lb., bulk	0 40	0 41
Currants	0 08¾	0 09
Rice, per cwt.	4 00	4 25

Lemons Firmer; Strawberries Higher

Little Change in Vegetable Situation—Tomatoes Easier in Montreal—Fruit Very Fine—Messina Lemons Show Considerable Advance — Peaches Arriving in Montreal — Cherries Firmer—Box Apples Almost the Only Ones.

MONTREAL.

FRUIT.—The only apples being offered in this market are Ben Davis and Spies, which are being offered in boxes at $2.50 per box. Barrels of Spies are quoted at $7. Cocoanuts are scarce, but the price remains at $4 per sack. Lemons are reported to be advancing, but little change can be seen yet in quotations, which are 3.25-3.50 here. Higher prices are expected. Strawberries took a jump early in the week, probably because of the dropping off in supply. Dealers were paying 18c per quart, but quotations will likely be lower later in the week. Apricots are coming in from California, and are commanding high prices at first. Peaches which have been arriving for some time, are now arriving at more reasonable figures. Cherries will not be so plentiful this week on account of the hot spell, which makes shipping risky.

Apples—		
Ben Davis, No. 1, bbl.	....	5 50
Spies, No. 1, bbl.	....	7 00
Bananas, crate	....	2 25
Cocoannts, sack	....	4 00
Grapefruits, case	....	4 00
Grapes, Belgium hothouse, lb.	....	1 00
Lemons—		
Messina, Verdelli, extra fancy, 300 size	3 25	3 50
Limes, box	....	1 50
Oranges—		
Valencias, Cal., late, 126-250	....	4 00
Cal., Seedlings, 96-126-150-176-200-216-250-288-324	3 50	3 75
Sorrento, 200-300 size box	....	3 25
Mexican, 126-150-176	....	3 25
Pineapples, 18-24 and 30-36	2 25	2 50
Strawberries, per qt. cup	....	0 18
Cherries, California, box	....	2 00

VEGETABLES. — Asparagus, (Canadian), was quoted at $3 on Monday, but there were lower prices than this. American was quoted at $5. New beets came on the market cheaper this week, being quoted at 1.00 per doz. bunches. Wax and green beans are down to 2.75. Cauliflowers are cheaper, good ones bringing 2.50, whereas cheaper ones can be got for a dollar. Cucumbers are getting fairly plentiful, but the quality is not good. They are down to 2.50 per basket of 6 doz. Washed celery is up, there being very little celery on the market. There is little Florida celery available, only the washed stuff. It will be a month yet before Canadian celery is here. Bermuda onions are down to 2.00 per crate, which is the price being charged for white Texas onions. A difference has been made by the arrival on this market of shallots, Canadian, at 50c per doz. bunches. New potatoes jumped this week, but went down again, so that price is about the same. Spinach is down to 50c box, and is coming in plentifully. Old turnips jumped to $1 per bag, and new ones will be here soon. Choice Florida tomatoes are offered at 2.50 per crate, and fancy ones at $3. The demand is mostly for the latter.

Asparagus, Canadian, doz. bunches	2 50	3 00
Beets, new, doz. bunches	....	1 00
Beets, bag	....	0 25
Beans, wax, basket	....	2 75
Beans, green, hasket	....	2 75
Cabbage, new, bbl.	....	2 25
Carrots, bag	....	1 00
Carrots, new, doz.	....	0 90
Cauliflower, Canadian, doz.	1 00	2 50
Cucumbers, fancy, hasket, 6 doz.	....	2 50
Celery, Florida, crate	2 50	2 75
Celery, washed, doz.	....	1 50
Horseradish, Canadian, lb.	0 10	0 15
Head lettnce, per box, 2 doz.	0 75	1 50
Curly lettuce, per box, 3 to 4 doz.	1 50	1 75
Mushrooms, 4 lbs., basket	....	2 50
Onions—		
Bermuda, 50-lb. crate	....	2 00
White, Texas, crate	....	2 00
Parsnips, new, doz. bunches	....	2 90
Parsley, Canadian, doz. bunches	....	0 35
Peppers, green, 3½-qt. basket	....	0 75
Potatoes—		
Montreal, bag	....	0 65
Green Mountain	....	0 65
New, bbl.	....	7 00
Potatoes, sweet, Jersey, hpr.	....	2 75
Radishes, doz.	0 05	0 15
Rhubarb, hothouse, doz.	0 15	0 20
Spinach, Canadian, box	0 50	1 00
Turnips, bag	....	1 00
Tomatoes, Florida, crate	2 50	3 00
Watercress, Canadian, doz.	....	0 30

TORONTO.

FRUIT.—Apples, that is spies, are about done and few remain. There is some business to be got on boxed apples at $2 to $2.50. These are grown in Washington State. Messina lemons are considerably firmer and we raise our quotations a dollar at least. These are November cut, and doubtless the entrance of Italy into the war has helped to firm and advance the price. California lemons have not appreciated, however, and they are getting good business because they are cheaper. Navels and late Valencias, chiefly the latter, are getting good business. Navels are being saved and Valencias served to the trade so as to keep a supply of navels. The Valencias are in unusually good shape this year. There is very little Florida grape fruit around. A couple of cars came in this week, and it is selling at $5 a case. Cuban stuff is worth $4, and is firm at that. Some dealers are getting fifty cents more. Pineapples are up half a dollar with $3.50 as outside margin. Bananas and cocoanuts are firm at recent quotings. Business all round is good. Strawberries are higher by three cents to a nickel and are still the big seller.

Apples—		
Spies	4 50	5 50
Spies, box	1 75	2 00
Bananas, per bunch	1 50	2 25
Cocoanuts, sack	4 00	4 25
California cherries, box	2 75	3 00
Oranges—		
California navels	3 00	4 00
Lemons, Messinas	3 25	3 50
Lemons, California	....	3 50
Limes, per 100	....	1 60
Pears—		
California, box	....	3 25
Pineapples, Porto Rico, case	2 50	3 00
Strawberries, qt. box	....	0 15

VEGETABLES.—Asparagus is having a good sale; there is not a heavy demand for it and our quotations are easy. Canadian beets are firmer, and in good requisition. Our prices are higher by ten to twenty cents. Beans show no change and at time of writing green beans are slow. Carrots are moving a little better now. In common with other root vegetables they have been dull for some time but they are brisker this week. American stuff is off the market and Canadian is getting the business. Cucumbers, both slicing hothouse and Canadians in hampers are firm at prices which obtained last week. There is a good call for them. Californian celery is a competitor with Florida and gets good business at $1.25 a dozen. Watercress is slow this week. All onions are slow. There is no price change. Spanish onions showed some little activity but it flickered out, and there is little doing. American parsley is off the market; Canadian is getting what business there is to be had. The last two weeks or so were good fish weeks and a lot of parsley was sold but that is not so much the case as we write. Potatoes are easy. Prices which tend downwards have no strength and demand is inconsiderable for such a staple. New potatoes are in good shape and cheap. Spinach is down to 25 cents —a big drop, and there is a lot being sold. Canadian head lettuce at 50c to

(Continued on page 45.)

Arrival of Eastern Salmon

Both Markets Have Lots of It—Price Moderate, and Will Go Lower — Western Salmon Sales May Be Prejudced—Soft Shell Crabs in Toronto — Whitefish Easier and More Plentiful—Lobster and Flounders Getting Scarcer—Good Business in Frogs' Legs.

MONTREAL.

FISH AND OYSTERS.—Feature of the market is a good-sized arrival of Gaspe salmon from the North Coast. The North Shore salmon is considered to be the best that thrives in our waters, and is always the favorite. Prices will be reduced to 15c this week, and the outlook is for lower prices unless the demand absorbs the supply. Mackerel is more plentiful, but it is noticed that run of mackerel so far, has showed up a small percentage of large or bloater mackerel. As a result, the price on large fish is high, and easier on small ones. Western halibut is maintaining the shortness of supply which has been noticed ever since the opening of the fishing season. It is claimed that, up to this date, the amount put into storage for winter use, is very small, the market having absorbed readily all the fresh fish available. However, it is reported that on the Seattle side, the production has been higher proportionately, than it was last year, and this state of things has relieved the situation on this side. Western salmon is also offered more freely, and at much lower prices. Lake and river fish are showing signs of scarcity, and it is more than probable that prices will advance from now on. There is a noticeable scarcity of dressed bullheads. Of late years this fish, which had been a negligible quantity in the fish trade, has taken on such prominence that a shortage is now taken notice of. The price of bullheads is up to 12c. Frogs legs are coming in better, and prices have dropped to 45c for large and 25c for medium. Lobsters also advanced a little on account of the close season, which will be enforced in some districts from June 15. Other lines of fresh fish are plentiful, such as haddock and codfish, and prices are down. In oysters, both bulk and shell, clams, scollops, the trade is limited, and prices are steady.

TORONTO.

FISH AND OYSTERS. — Flounders are getting scarcer and higher. They are running rather too big to sell and the smaller sizes are in big demand. We quote 9 cents, and that is a firm price. It is the end of the season for little necks and they get fewer daily. For that reason price has advanced a quarter to $1.50. The catch of lobsters is getting less and they are dearer in price. 35 cents is the average price, which is a nickel up from our last quotation. Frogs' legs at 50 cents are in big demand. Hotel trade continues to be the feature in these and also there is a good high class public trade. Baltimore soft shell crabs are in now and proving a big seller. They are worth $2 to $2.50, but if they continue as plentiful as they are now price will probably ease off some. Here again the hotel trade is the big feature. As for lake fish, whitefish is down from 15 cents to 13 cents. It is coming now from the Upper Lakes and not so much from Lake Erie, hence the decline. Lake Erie stuff is dearer. Lake trout gets a big sale at 10 cents, bigger than for some seasons. Eastern salmon —Restigouche—is coming in right along now and selling for 22 cents. This is prejudicing the Western trade to some extent, though at present latter is two cents cheaper. But if the stuff from the Maritimes comes along as plentifully as is expected it will get down below the 20-cent level. In smoked fish ciscoes are worth 12 cents, a firmer and higher price than for some time. Kippered herrings are getting scarcer and scarcer: in fact they are about done: Trade has been a little easier this week. Lake fish are getting the most business, which is natural since this is salad time.

SMOKED FISH.

	Montreal	Toronto
Haddies, per lb., new cured	.07½-.08	.08-.09
Haddies, 15-lb. and 30-lb. boxes, lb.	.07-.07½	.10-.12
Haddies, fillets, per lb.	.10	.12
Haddies, Niobe, boneless, per lb.	.08½	...
Herring, Ciscoes, per lb.	.10	.12
St. John bloaters, 100 in box	1.10	1.20
Yarmouth bloaters, 60 in box	1.20	1.27
Smoked herrings, medium, box	.20	...
Smoked boneless herrings, 10-lb. box	1.10	...
Kippered herrings, selected, 60 in box	1.50	1.25-1.60
Smoked salmon, per lb.	.25	.23
Smoked halibut	...	.20

FROZEN FISH—SEA FISH.

	Montreal	Toronto
Salmon—		
Gaspe, large, per lb.	.15	.21
Red, steel heads, per lb.	.12	.12-.13
Red, sockeyes, per lb.	.12	.10
Red, Cohoes or silvers, per lb.	.08-.08½	.10
Pale qualla, dressed, per lb.	.07-.07½	.07½-.08
Pale, qualla, dressed, per lb.	.08-.08½	.10
Halibut, white western, large and medium, per lb.	.08½-.09	.09
Halibut eastern, chicken, per lb.	.09-.09½	.09
Mackerel, bloater, per lb.	.07½-.08	.09
Haddock, medium and large, lb.	.03½-.04	.10-.12
Market codfish, per lb.	.03½	.04
Steak codfish, per lb.	.04-.04½	.10
Canadian soles, per lb.	.06	....
Blue fish, per lb.	.15-.16	...
Smelts	.09	.18-.20
Herrings, per 100 count	3 00	...
Round pike	.05-.06½	...
Grass pike	.06	.06½

DRIED AND PREPARED FISH.

Dried codfish, medium and small, 100 lb.	7 00	7 50
Dried hake, medium and large, 100 lb.	6 00	....
Dried pollock, medium and large, 100 lb.	6 00	....
Dressed or skinless codfish, 100-lb. case	7 25	8 00
Boneless codfish, 2-lb. blocks, 20-lb. bxs., per lb.	0 08	0 08
Boneless codfish, 2-lb. blocks, 20-lb. bxs., per lb.	0 07	0 07
Boneless codfish, strips, 20-lb. boxes	0 12	0 10
Shredded codfish, 12-lb. boxes, 24 cartons, a box	1 80	1 80
Boneless codfish, in 2-lb. and 3-lb. boxes	0 15	0 15

BULK OYSTERS, CLAMS, ETC.

Standard, solid meats, gal.	1 80	....
Standard, bulk, gal.	1 50	1 40
Selects, per gal., solid meat	2 00	2 50
Best clams, imp. gallon	1 50	....
Best scollops, imp. gallon	2 00	2 25
Best prawns, imp. gallon	2 25	....
Best shrimps, imp. gallon	2 25	....
Sealed, best standards, qt. cans, each	0 40	....
Sealed, best select, quart cans, each	0 50	....

CLAMS, MUSSELS AND SHELL FISH, CRUSTACEANS, ETC.

Cape Cod shell oysters, per bbl.	11 00	....
Canadian cultivated oysters, bbl.	8 00	10 00
Clams, per bbl.	6 00	8 00
Live lobsters, small	0 14	0 35
Live lobsters, medium and large, lb.	0 17	0 35
Little necks, per 100	1 25	1 50
Soft shell crabs	....	2 25

FRESH SEA FISH.

	Montreal	Toronto
Halibut	11 —12	0 12
Haddock, fancy, express, lb.	4 — 4½	7—8
Mackerel, each	18 —23	0 12
Steak, cod, fancy express, lb.	5½— 6	7—9
Herrings, Gaspereaux	2	....
Flounders	5	0 09
Salmon, Western	0 18	0 20
Salmon, Eastern	0 25	0 22

FRESH LAKE FISH.

Carp, lb.	0 06	....
Pike, lb.	0 07	0 10
Brook Trout	0 24	0 28
Perch, lb.	0 06	0 10
Suckers, lb.	0 05	0 07
White'sh, lb.	0 12	0 13
Herrings, lb.	0 04	0 08
Lake trout, lb.	0 12	0 10
Dressed bullheads	0 12	...
Eels, lb.	0 10	0 08
Frogs, medium, lb.	....	0 20
Frogs, large, lb.	....	0 45

FROZEN—LAKE AND RIVER.

White fish, large, per lb.	.08½-.09	.09
White fish, small tulibees, per lb.	.05½-.06	.07
Lake trout, large and medium, lb.	.09	.12
Dore, dress or round, lb.	.08	.09-.10
Pike, dressed and headless, lb.	.06 -.06½	.07

(Continued on page 45.)

Lard Advances: Butter Easier

Backs and Breakfast Bacon Stiffer in Toronto—Lard Prices Slightly Higher—Butter Easier and Coming in Well—Quality is First-Class—Big Export Demand for Cheese Still—Storage Demand for Eggs Lets Up.

MONTREAL.

PROVISIONS.—The only change in this market is an advance of a cent per lb. in boiled hams, which are now quoted at 28c. Reports reached here last week that the Chicago market was down, though there seems to be no good reason for this. There is little evidence of easiness in this market.

Hams—		
Small, per lb.		0 19
Medium, per lb.		0 18½
Large, per lb.		0 17
Backs—		
Plain, bone in		0 23
Boneless		0 25
Peamcal		0 25
Bacon—		
Breakfast, per lb.		0 22
Roll		0 17
Shoulders, bone in		0 15
Shoulders, boneless		0 16
Cooked Meats—		
Hams, boiled, per lb.		0 28
Hams, roast, per lb.		0 2[illegible]
Shoulders, boiled		0 25
Shoulders, roasted		0 26
Dry Salt Meats—		
Long clear bacon, 50-70 lbs.		0 15½
Long clear bacon, 80-100 lbs.		0 14½
Flanks, bone in, not smoked		0 15½
Barrelled Pork—	Per	bbl.
Heavy short cut mess		26 00
Heavy short cut clear		26 00
Clear fat backs		29 00
Clear pork		27 00
Lard, Pure—		
Tierces, 350 lbs. net		0 12¾
Tubs, 50 lbs., net		0 13½
Boxes, 50 lbs., net		13
Pails, wood, 20 lbs., gross		0 13¼
Pails, tin, 20 lbs. gross		0 13¼
Cases, 10 lbs., tins, 60 in case		0 13½
Cases, 3 and 5-lb. tins, 60 in case		0 14¾
Bricks, 1 lb. each		0 15¼
Lard, Compound—		
Tierces, 375 lbs., net	0 09¾	0 10
Tubs, 50 lbs., net		0 10½
Boxes, 50 lbs., net		0 10¼
Pails, wood, 20 lbs., net		0 10¾
Pails, tin, 20 lbs., gross		0 10¾
Cases, 10-lb. tins, 60 in case		0 11½
Cases, 3 and 5-lb. tins, 60 in case		0 11½
Bricks, 1 lb., each		0 12½
Hogs—		
Dressed, abattoir killed	13 75	14 25

BUTTER.—Market, as far as selling is concerned, is lower. Receipts last week were not as large as those of year ago. The principal reason for this is that a large number of factories are busy making cheese. The flush season came two weeks earlier this year on account of starting earlier. The pastures could not be better. It is difficult to say at this date whether the market will go up or down. It depends on the receipts, and on the anxiety of men to store it. The price of butter is almost too high to store. In the West they are buying creamery at 25c, and sales are reported to Vancouver from the Prairie Provinces at 25c.

Butter—		
Finest creamery		0 28
Dairy prints		0 23
Dairy, solids		0 22
Separator prints		0 22
Bakers'		0 19

CHEESE.—The market is off—down about a cent per lb. There is no change in our quotations, although there should be one towards the end of the week, depending on the buying price. If this is down a cent, our quotations will be down a cent. There is a big export demand still.

Cheese—		
Old make		0 22
New make		0 20
Old specials, per lb.		0 22
Stilton		0 21

EGGS.—Hot weather is on, and the quality of eggs shows the effect of heat. Dealers are buying eggs on "loss off" basis, and prices are the same as last week.

Eggs, case lots—		
Stamped		0 24
Selects		0 23
No. 1's		0 22
No. 2's	0 17	0 18

HONEY.—There is no change in this market. Inquiries are few and far between. There is quite a lot of old crop left. If the production is big this year, prices should be down.

Honey—		
Buckwheat, in bbls.		0 08½
Buckwheat, 60 lb. tins		0 09
Buckwheat, 10 lb. tins		0 10
White clover, bbl.		0 11½
White clover, large tins		0 12
White clover, small tins		0 12

POULTRY.—Ducklings, live, arrived on the market this week, being offered at 23-28c per lb., weighing about 3 lbs. apiece. There is little demand for them, except among the Jewish trade. Few ducklings are arriving dressed. They opened at about the same price as a year ago. There is a very light demand for fowl, and prices are lower. There is nothing in the shape of 5-lb. birds frozen stock, only 4 lbs., which are offered at 17-18c. There is not a big demand for anything, business being on the quiet side.

Poultry—		
Frozen stock—		
Fowl, 5 lbs. and over	0 17	0 18
Fowl, small	0 13	0 16
Turkeys, fancy	0 20	0 25
Ducks	0 16	0 18
Geese	0 13	0 15
Pigeons, pair	0 30	0 35
Fresh stock—		
Fowl, dressed	0 18	0 20
Spring broilers, dressed, pair	1 00	1 25
Squabs, pair	0 50	0 60
Live stock—		
Fowl, 5 lbs. and over	0 15	0 17
Fowl, small	0 14	0 16
Turkeys	0 16	0 17
Ducks, old	0 16	0 18
Geese	0 09	0 10
Ducklings, 3 lbs.	0 25	0 28

TORONTO.

PROVISIONS.—Backs show a slight firming, and we quote them nearly a cent higher. This appears to be consequential upon the firmness in the hog market again. Breakfast bacon is in like case, and we lengthen our range and put a limit at 23 cents, which is a couple of cents up. Lard, in pure, is firmer again by a cent. Demand is ample and business brisk.

Hams—		
Light, per lb.	0 18	0 18½
Medium, per lb.	0 17	0 17½
Large, per lb.	0 14½	0 15
Backs—		
Plain, per lb.	0 22	0 23
Boneless, per lb.	0 24	0 25
Pea meal, per lb.	0 25	0 25
Bacon—		
Breakfast, per lb.	0 20	0 23
Roll, per lb.	0 14	0 15
Shoulders, per lb.	0 14	0 14½
Pickled meats—1c less than smoked.		
Dry Salt Meats—		
Long clear bacon, light	0 13¾	0 14
Cooked Meats—		
Hams, boiled, per lb.	0 24	0 25
Hams, roast, per lb.	0 25	0 26
Shoulders, boiled, per lb.	0 22	0 23
Shoulders, roast, per lb.	0 22	0 23
Barrelled Pork—		
Heavy mess pork, per bbl.	25 00	26 00
Short cut, per bbl.	26 00	27 00
Lard, Pure—		
Tierces, 400 lbs., per lb.	0 12	0 12½
Tubs, 60 lbs.	0 12½	0 13
Pails	0 12¾	0 13¼
Tins, 3 and 5 lbs., per lb.	0 13¼	0 13¾
Bricks, 1 lb., per lb.	0 14¼	0 14¾
Lard, Compound—		
Tierces, 400 lbs., per lb.	0 09	0 09½
Tubs, 50 lbs., per lb.	0 10½	0 10¾
Pails, 20 lbs., per lb.	0 10¾	0 11
Hogs—		
Dressed, per cwt.	13 00	13 50

BUTTER. — We quote no price changes this week, though the slightly bearish feeling upon which we commented last week seems to have more or less disappeared, and the stock on hand, which is none too good for storing, is moving nicely. Full grass goods are now coming in and the quality seems to be first class. Grass is in good shape, and the stuff coming in is free from any rankness which would accrue to the grass from too hot weather. Demand is good, and market, while not firm, is in good shape. We think butter will get easier yet, although against the good supply is the storage demand, which may now proceed apace again. Receipts for the week in Toronto were 7,512 packages.

Butter—		
Creamery prints, fresh made	0 29	0 30
Creamery prints, storage	0 27	0 29
Dairy prints, choice, lb.	0 22	0 24
Dairy solids, lb.	0 21	0 23
Bakers', lb.	0 20	0 24

CHEESE.—It was reported that the market had a slightly easier undertone a day or two ago, but no actual reduction in levels is shown, and we hear of sales at figures which obtained last week. New make is coming along, and lots of it now, but the export demand hardly seems to let up. The English cheese situation is in such bad shape that all supplies that can be had from either Canada or the States are snapped up.

Cheese—		
Old large, per lb.	0 21	0 22
Old twins, per lb.	0 21½	0 22½
New large, per lb.	0 20	0 20¼
New twins, per lb.	0 20¼	0 20½

EGGS.—We have got into the price rut—to coin a word—on eggs a couple of weeks early this year. Prices are remarkably steady and market tone does not make for much change either one way or the other. Storage buying is not so pronounced now, but public consumption is as great as ever, and there is no pronounced easiness at all as yet. Deliveries have been a trifle lighter recently, but this is apparently only a market vagary. Receipts in Toronto, as compiled by Board of Trade, were 6,817 crates for the week.

Eggs—		
New laid, in cartons, per doz.	0 23	0 24
New laid, per doz.	0 21	0 22
Cracked eggs, per doz.	0 18	0 19

POULTRY.—There is still some demand for chickens—broilers—but everything else is dull. Ducklings straggle into the market now and then, and are promptly snapped up by the Jewish fraternity. That is about all the news. There are no price changes.

Poultry—	Live.	Dressed.
Chickens	0 12—0 14	0 17—0 20
Fowl	0 12—0 14	0 14—0 16
Ducks	0 10—0 12	0 16—0 18
Turkeys	0 15—0 16	0 20—0 28

HONEY.—Demand is only average. Stocks seem to be fairly high, and we have no change in prices to report.

Honey—		
Buckwheat, in bbls.	0 07	0 07¾
Buckwheat, in tins	0 07¼	0 00
Strained clover	0 12½	0 00
Comb honey, No. 1, doz.	3 00	0 00
Comb honey, No. 2, doz.	2 40	0 00

WINNIPEG.

PROVISIONS.—The situation in cured and cooked meats continues fairly fine. The reason of this is the shortage in hogs, which has been somewhat evident since Western farmers disposed of their hogs last fall, when grain prices went so high. As cooked meat is a summer line particularly, business in this is good.

Hams—		
Light, per lb.	0 18	0 18½
Medium, per lb.	0 17½	0 18
Large, per lb.	0 15	0 15½
Backs, clear, per lb.	0 20	0 23
Bacon—		
Breakfast, per lb.	0 18½	0 23
Shoulders, per lb.	0 13½	0 14½
Dry Salt Meats—		
Long clear bacon, light	0 13½	0 14
Cooked Meats—		
Hams, boiled, per lb.	0 26	0 27
Shoulders, boiled, per lb.	0 22	0 23
Barrelled Pork—		
Heavy pork, per bbl.	25 00	26 00
Short cut, per lb.	26 00	..
Lard—		
Tierces	....	0 13½
Tubs	....	6 88
Pails	....	2 77
Cases, 5s	....	8 47
Cases	....	8 70

BUTTER.—This market is again still weaker, with 2c to 3c off the creamery prices prevailing last week. The reason of course is plain. The cattle are now out on the grass, and there are more cows giving milk.

Butter—		
Creamery, per lb.	0 25	0 28
Dairy	0 18	0 22

EGGS.—Local dealers are paying about a cent less for eggs this week than last, the prices now ruling at about 17c and 18c. The market is weak, with the increase of arrivals.

Eggs, per doz.	0 17	0 18

CHEESE.—The strength in the cheese market is still maintained, but some think it is slightly easier than it has been. No price changes.

Cheese—		
New, large	....	0 20
New, twins	0 20½	0 21

POULTRY.—There are plenty of supplies coming in to meet the demand for poultry, which is not as large as usual at this time of the year. There are no changes in prices.

Fresh Stock—		
Turkeys, per lb.	0 13	0 15
Chickens, per lb.	0 11	0 15
Fowls	0 10	0 12

FRUIT FIRMER; STRAWBERRIES HIGHER.

(Continued from page 42.)

75c a dozen gets most of the lettuce trade.

Asparagus, Canadian	1 50	2 00
Beets, Canadian, bag	0 50	0 60
Beets, hamper	1 25	1 50
Beans, green, hamper	2 25	3 00
Beans, wax, hamper	2 50	3 00
Cabbage, new, crate	2 25	2 50
Carrots, bag	0 50	0 75
Carrots, new, hamper	1 50	1 75
Cucumbers—		
Slicing, hothouse, dozen	....	1 25
Hampers	2 25	3 25
Celery, Florida	2 25	3 25
Celery, California, doz.	....	1 25
Mushrooms, per lb.	0 60	0 90
Water cress, 11-qt. basket	0 50	0 75
Onions—		
Spanish, big crate	4 25	4 50
Can., 75-lb. bags	1 25	1 50
Can., 100-lb. sacks	2 50	2 75
Egyptian, crate	4 75	5 00
Bermudas, crate	1 50	1 75
Green peppers, basket	....	0 75
Potatoes, Delaware	0 65	0 70
Potatoes, Canadian, bag	0 60	0 65
Potatoes, Florida, new, hamper	2 25	2 50
Potatoes, new, Bermudas, bbl.	7 75	8 25
Parsley, basket, 11-qt.	0 30	0 35
Tomatoes, hothouse, lb.	0 15	0 20
Tomatoes, Florida, crate	2 75	3 25
Turnips, bag	0 35	0 50
Lettuce, leaf	0 20	0 30
Lettuce, Boston, head, small	3 00	4 00
Lettuce, Canadian Lead, doz.	0 50	0 75
Parsnips, Canadian, bag	0 55	0 65
Rhubarb, outside	0 25	0 30
Spinach, bushel	....	0 25

WINNIPEG.

FRUITS.—Sales of fruits are showing up well with the arrival of the warm weather. Navel oranges are now off the market, and Valencias are selling well at from $4.50 to $4.75 per case. California lemons are selling at $5 to $5.50 per case, and Washington box apples at $3 per case. Grape fruit is now off the market. Hood River strawberries are coming in at $3.25, with the Missouri at $4. Cuban pineapples are selling at $4 a case and Floridan tomatoes at $4.50.

Apples—		
Washington	2 25	3 25
Bananas, lb.	....	0 05
Cranberries, case	....	2 75
Cocoanuts, doz.	....	1 00
Cherries, per box (10 lbs.)	....	3 50
Lemons, Cal., case	5 00	5 50
Oranges, Valencias	4 50	4 75
Med. Sweets	4 25	4 50
Pineapples, per case	....	4 50
Strawberries—		
Hood River, crate	....	3 25
Missouri, crate	....	4 00
Tomatoes, Florida	....	4 50

VEGETABLES.—Imported lines of vegetables have the platform just now. Asparagus, parsley, onions, cabbage, spinach, etc., are selling pretty well. Potatoes in ten-bushel lots are going at 70c, and in car lots at 60c.

Asparagus, doz.	....	1 50
Celery, Florida (about 4 doz. to case)	....	4 00
Texas cabbages	....	0 04½
Head lettuce, per doz.	....	1 25
Leaf lettuce, doz.	....	0 40
Onions—		
Bermudas, Texas, per lb.	....	0 04
Oregon, 100-lb. sacks	3 50	4 00
Potatoes, old, bush.	0 60	0 70
Potatoes, new, Louisiana, per lb.	....	0 08
Parsley, per doz. bunches	....	0 40
Rhubarb, Minnesota, per lb.	....	0 02
Sweet potatoes, per lb.	....	0 06
Spinach, local, per lb.	....	0 06
Tomatoes, Florida, per case	....	4 50
Honey, comb, per case (24 sections)	....	5 50
Green peas, California, per lb.	....	0 15
Carrots and beets, Mississippi, doz. bchs.	....	1 00

FISH AND OYSTERS.

(Continued from page 43.)

Pike, round, per lb.	.05½-.06	.06-.07
PICKLED FISH.		
Salmon, Labrador, tierces, 300 lb.	20 00	....
Salmon, Labrador, bbls., 200 lbs.	14 00	....
Salmon, Labrador, half bbls., 100 lbs.	7 50	....
Salmon, B.C., bbls.	13 00	14 00
Sea trout, Baffin's Bay, bbls., 200 lbs.	12 00	....
Sea trout, Labrador, bbls., 200 lbs.	12 00	....
Sea trout, Labrador, half bbls., 200 lbs.	6 50	6 50
Mackerel, N.S., bbls., 200 lbs.	12 00	....
Mackerel, N.S., half bbls., 100 lbs.	7 00	....
Mackerel, N.S., pails, 20 lbs.	1 75	2 00
Herrings, Labrador, bbls.	6 00	6 25
Herrings, Labrador, half, bbls.	3 25	3 25
Lake trout, 100-lb. kegs	6 00	6 00
Quebec sardines, bbls.	6 00	....
Quebec sardines, half bbls.	3 50	....
Tongues and sounds, per lb.	0 07½	....
Scotch herrings, imported, half bbls.	8 00	....
Holland herrings, imp'td milkers, hf bbls	8 00	....
Holland herrings, imp'ted milkers, kegs	0 95	0 75—1 00
Holland herrings, mixed, half bbls.	7 00	....
Holland herrings, mixed, kegs	0 85	0 70—0 95
Lochfyne herrings, box	1 35	....
Turbot, bbl	14 00	....
Green cod, No. 1, hhl.	10 00	10 00
Green cod, No. 2, hhl.	8 50	8 50

Willis—Won't you dine with me?

Gillis—Thank you, I just dined. I was home and had my regular meal of apples, apricots and asparagus.

Willis—Isn't that a rather odd combination?

Gillis—Well, you see, my wife went to a domestic science school and had to leave after the first week.

NECESSARY FOR SUCCESSFUL BUSINESS.

MacLean Publishing Co.,

Dear Sirs.—Enclosed find money order for $4, one year's payment for Hardware and Metal and The Canadian Grocer.

We find these not only necessary for successful business, but also very interesting from general news standpoint.

Very truly yours,
D. E. MILLS,

The Mills Grocery & Hardware Co.
Grimsby, Ont., June 2nd, 1915.

Flour, Cereals and Feeds Lower

Both Manitoba and Winter Wheat Flour Down in Toronto—Sympathetic Movement to Crumbling Wheat Prices—Big Crop in Prospect—Nearly All Cereals Are Lower—Declines Registered in Prices of Bran and Shorts.

MONTREAL.

FLOUR.—Late on afternoon of Wednesday last week the big millers of Montreal lowered their prices on all grades of Manitoba wheat flour, and on a large number of feeds. This was briefly announced last week, and became necessary on account of falling off in price of wheat. The decline in flour amounted to 50c per bbl., and occurred too late to permit us to give definite information regarding it. The reduction had no good effect on business, indicating that jobbers and retailers are fairly well stocked up. There was also a drop in price of winter wheat flour, but as Canadian Grocer has been gradually dropping prices with continued weakness, there is practically no change to make. The way wheat has been acting lately has frightened off all buyers of flour. Only where stocks have run out is there any buying going on now. Even grocers who want to buy, are now holding off to see what the market will do.

Manitoba Wheat Flour—	Per bbl. of 2 bags
First patents	7 70
Second patents	7 20
Strong bakers	7 00

Flour in cotton sacks, 10 cents per barrel more.

Winter Wheat Flour—	Car lots.	Small lots.
Fancy patents	7 50	7 70
90 per cent. in wood	7 00	7 25
90 per cent. in bags	3 10	3 25

CEREALS.—On account of an easier feeling in oat market, a lower market for rolled oats has developed. Prices to the retailer, however, remain about the same here—3.40 for 90 lb. bags, and the old price for packages.

Commeal—	Per 98-lb. sack
Gold dust	2 50
Unbolted	....
Rolled Oats—	90's in jute.
Small lots	3 45
25 bags or more	3 40
Packages, case	....

Rolled oats in cotton sacks, 5 cents more.

Oatmeal—fine, standard and granulated, 10 per cent. over rolled oats in 90s, in jute.

Rolled Wheat—	100-lb. bbls.
Small lots	3 90
Hominy, per 98 lb. sack	2 75
Corn flour, bag	3 05
Rye flour, bag	3 00
Barley, pot	2 70

FEEDS.—There is a fairly good demand from the country for all kinds of feeds, indicating that farmers are feeding their stock liberally because of high prices prevailing compared with previous years. Little change is seen in price of bran, shorts, or middlings. At a late hour last week certain changes were made in other lines of feeds as given in our quotations.

Mill Feeds—	Per ton
Bran	26 00
Shorts	28 00
Middlings	30 00
Wheat moulee	37 00
Feed flour, bag	2 50
Mixed chops, ton	38 00
Crushed oats, ton	43 00
Barley, pot, 98 lbs.	2 85
Oats, chop, ton	43 00
Barley chop, ton	37 00
Feed oats, cleaned, Manitoba, bush.	0 73
Feed wheat, bag	2 30

TORONTO.

FLOUR.—As predicted last week prices on both Manitoba and winter wheat flour have been reduced. The first have been lowered fifty cents in most cases; in one case we hear that first patents are quoting at only $7.10 which is down one dollar from our last week's quoting, but this is peculiar, and not—so far as we can ascertain—yet general. At that business is slow both at home and abroad. Export is quiet; there is a little moving in winter wheat but nothing to write home about. British buyers seem to like the low prices as little as they like the high ones. The market on which they seem to do any buying at all must necessarily be a medium one.

The prime reason, of course, for the decline in flours is the crumbling on the wheat markets further continued this week. At time of writing July wheat in Winnipeg is selling at $1.28. In Chicago it is $1.16. These prices compare with those of May 7—that is a month ago—show remarkable declines. Then Winnipeg sold for $1.62 and Chicago $1.31. The cause of such declines would seem to be the appearance on the market of new United States wheat and the prospect of a big crop in both the States and Canada. Nevertheless wheat in Winnipeg is still thirty-odd cents higher than it was this time last year.

Manitoba Wheat Flour—	Small lots, per bbl.	Car lots, per bbl.
First patents	7 80	7 60
Second patents	7 30	7 13
Strong bakers	7 10	7 00

Flour in cotton sacks, 10c per bbl. more.

Winter Wheat Flour—	Small lots, per bbl.	Car lots, per bbl.
Fancy patents	7 00	6 80
90 per cent.	6 80	6 60
Straight roller	6 60	6 40
Blended flour	6 60	6 60

CEREALS.— Several cereals show changes this week and in practically every case the price has declined. Rolled oats—now a very easy market—is worth anywhere from $3.22½ to $3.25, according to quantity and distance shipped. Rolled oats still have some sale, notwithstanding that the summer is coming along, but dealers are up against the lighter and more seasonable foods. Cornmeal is down ten cents. Peas, too, are easier, and demand which has been fairly active for some time is now almost nil. Whole wheat flour is down about twenty cents and is easy at that. Demand for most cereals is slower as summer approaches. Export is almost nil.

Barley, pearl, 98 lbs.	....	5 00
Buckwheat grits, 98 lbs.	4 25	4 50
Corn flour, 96 lbs.	3 00	3 25
Cornmeal, yellow, 98 lbs.	2 25	2 40
Graham flour, 98 lbs.	3 70	3 80
Hominy, granulated, 98 lbs.	....	3 00
Hominy, pearl, 98 lbs.	....	3 00
Oatmeal, standard, 98 lbs.	....	3 92½
Oatmeal, granulated, 98 lbs.	....	3 92½
Peas, Canadian, boiling, bush.	2 80	2 90
Peas, split, 98 lbs.	....	5 25
Rolled oats, 90-lb. bags	3 35	3 55
Rolled wheat, 100-lb. bbl.	3 85	4 00
Rye flour, 98 lbs.	3 10	3 25
Whole wheat flour, 98 lbs.	3 75	3 80
Wheatlets, 98 lbs.	4 00	4 15

MILL FEEDS.—Both bran and shorts suffer declines of a dollar a ton and at those reduced levels have picked up some good business. All round trade on feeds is slow though and there is comparatively no demand. Grass is now in such excellent shape and apparently farmers don't find it necessary to buy such quantities of feed, however, reduction in other feeding stuffs make the miller compete.

Mill Feeds—	Mixed cars, per ton	
Bran	25 00	26 00
Shorts	27 00	28 00
Middlings	30 00	32 00
Wheat moulee	....	30 00
Feed flour, per bag	1 85	1 90
Oats—		
No. 3, Ontario, outside points	0 55	0 61
No. 3, C.W., bay ports	....	0 67

Compare the merchandising of to-day with the cross-road barter of yesterday.

TILLSON'S "Scotch" Health Bran

ORDER Through Your Jobber

We are now placing a stock of TILLSON'S "SCOTCH" HEALTH BRAN with all the Wholesale Grocers throughout the country... Place your order.

There is a handsome profit in this line. The price to the retailer is $2.00 a case of 20 packages. It sells for 15c. a package, or $1.00 profit per case.

Tillson's "Scotch" Health Bran is as pure as science and skill can make it. It is unequalled for indigestion and constipation. Can be eaten as it is or made into Bread, Buns, Tea Biscuits or Rolls.

Free Window Displays sent prepaid upon request. Place a trial order at once. Reap your share of the profits.

TILLSON'S "Scotch" *Fine Cut* Oatmeal

RAINBOW and GOLD SEAL Flour

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WHITE SWAN SPICES AND CEREALS, LTD.

	Per doz.
5c Tins, 4 doz. to case, weight 10 lbs.	$0 40
4 oz. Tins, 4 doz. to case, weight 20 lbs.	65
6 oz. Tins, 4 doz. to case, weight 25 lbs.	90
8 oz. Tins, 4 doz. to case, weight 35 lbs.	1 30
12 oz. Tins, 4 doz. to case, weight 48 lbs.	1 60
16 oz. Tins, 4 doz. to case, weight 70 lbs.	2 25
3 lb. Tins, 2 doz. to case, weight 85 lbs.	5 00
5 lb. Tins, 1 doz. to case, weight 80 lbs.	9 50

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In Cartons—	Per doz.
No. 1 (25c size), 4 doz. cs.	$ 2 25
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No. 10 (20c size), 2 doz. cs.	1 85
No. 8 (15c size), 4 doz. cs.	1 30
No. 2 (10c size), 6 doz. cs.	0 80
No. 2 (10c size), 3 doz. cs.	0 85
No. 3 (5c size), 4 doz. cs..	0 45

Also in tins. Prices on application.

ROYAL BAKING POWDER.

Size	Less than 10 case lots Per doz.	Bbl. lots or 10 cases and over Per doz.
Dime	$ .95	$ .90
4-oz.	1.40	1.35
6-oz.	1.95	1.90
8-oz.	2.55	2.50
12-oz.	3.85	3.75
16-oz.	4.90	4.80
2½-lb.	11.60	11.35
3-lb.	13.60	13.35
5-lb.	22.35	21.00

Barrels—when packed in barrels one per cent. discount will be allowed.

FOREST CITY BAKING POWDER.

6-oz. tins	$0 75
12-oz. tins	1 25
16-oz. tins	1 75

BLUE.

Keen's Oxford, per lb.	$0 17
In 10-lb. lots or case	0 16

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100 books and over, each	0 03½
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WHITE SWAN	Per case
Biscuit Flour (Self-rising), 2 doz. to case, weight 70 lbs.	$3 00
Buckwheat Flour (Self-rising), 3 doz. to case, weight 70 lbs	3 00
Pancake Flour (Self-rising), 3 doz. to case, weight 70 lbs.	3 00
Breakfast Food, 2 doz. to case, weight 85 lbs.	4 50
King's Food, 2 doz. to case, weight 95 lbs.	5 50
Wheat Kernels, 2 doz. to case, weight 65 lbs.	3 75
Barley Crisps, 3 doz. to case, weight 60 lbs.	3 00
Flaked Rice, 3 doz. to case, weight 50 lbs.	3 00
Flaked Peas, 3 doz. to case, weight 50 lbs.	3 00

DOMINION CANNERS, LIMITED.

Aylmer Pure Jams, 16 oz. Jars.

	Per doz.
Strawberry, 1914 pack	$2 20
Raspberry, red, heavy syrup	2 10
Black Currant	2 10
Red Currant	2 10
Peaches	2 10
Pear, Bart.	2 10

Aylmer Pure Jellies.

Red Currant	2 10
Black Currant	2 10
Crabapple	1 45
Raspberry and red currant	2 10
Raspberry and gooseberry	2 10
Plum jam	1 85
Green Gage plum stoneless	1 85
Gooseberry	1 85
Grape	1 85

Aylmer Marmalade

Orange Jelly	1 60
Lemon	1 60
Pineapple	1 90
Ginger	2 25

Aylmer Pure Preserves—Bulk

	5 lbs.	7 lbs.
Strawberry	0 72	1 00
Black currant	0 65	0 85
Raspberry	0 65	0 85

Aylmer 14's and 30's per lb.

Strawberry	0 14
Raspberry	0 14

COCOA AND CHOCOLATE.

THE COWAN CO., LTD.

Cocoa—	
Perfection, 1-lb. tins, doz.	4 50
Perfection, ½-lb. tins, doz.	2 40
Perfection, ¼-lb. tins, doz.	1 25
Perfection, 10c size, doz.	0 90
Perfection, 5-lb. tins, per lb.	0 37
Soluble bulk, No. 1, lb.	0 21
Soluble bulk, No. 2, lb.	0 19
London Pearl, per lb.	0 28

Special quotations for Cocoa in barrels, kegs, etc.

(Unsweetened Chocolate).

Supreme chocolate, ½'s, 12-lb. boxes, per lb.	0 35
Perfection chocolate, 20c size, 2 doz. in box, doz.	1 80
Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz.	0 90

Sweet Chocolate—	Per lb.
Queen's Dessert, ¼'s and ½'s, 12-lb. boxes	0 40
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, ¼-lb., 6 and 12-lb. boxes	0 35

IN THE NEW VACUUM TIN

½ POUND TINS
1 POUND TINS
2 POUND TINS

Did you ever hear a man or woman discuss a luncheon, meal or banquet who did not say that the coffee was good, bad or indifferent? If the coffee is good, each diner wants to know the source of supply and becomes a voluntary missionary in behalf of the blend.

Act promptly when you are asked for

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"THE-CHAFFLESS-COFFEE"

It signifies that the enquirer has tested the "Rich-Creamy-Flavor" and is determined to purchase "That Delicious Coffee." If you cannot supply her wants, some more enterprising merchant will.

The Codville Company, Limited

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The five Made-in-Canada lines here shown represent the leaders in their respective fields—Condensed Milk and Coffee. Their value as sales-producers and repeat business-getters is thoroughly established in the trade. Don't be content to stock them, but get them in the limelight by displaying and pushing them as Canada's original products.

We deliver 5-case lots to any point in Ontario, Quebec and Maritime Provinces, prepaying freight up to 50c per 100 lbs.

Note these prices:

St. George Brand Coffee, 2 doz. in case	$4.80
St. George Evaporated Milk, 4 doz. in case	3.60
Banner Condensed Milk, 4 doz. in case	5.25
Princess Condensed Milk, 4 doz. in case	4.50
Premier Skimmed, 4 doz. in case	3.80

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has ensured Canadian housewives unparalleled results for over eighteen years

It's a healthful, efficient baking powder, second to none in satisfying results—a trade getter and holder.

WHITE SWAN is a pure Phosphate Baking Powder and contains the following ingredients only in their purest form, and they are plainly printed on the label: Phosphate, Bi-carbonate of Soda and Starch.

WHITE SWAN has been before the Canadian Housewife for over 18 years, and has always given satisfaction. It positively contains no Alum and no Cream Tartar. It can, therefore, be highly recommended, as in cakes and pastry in which it is used it leaves an absolutely healthful tissue-building residue.

Order from your jobber or direct.

White Swan Spices & Cereals
Limited
Toronto - - - Ontario

Diamond, 8's, 6 and 12-lb. boxes	0 29
Diamond, 6's and 7's, 6 and 12-lb. boxes	0 26
Diamond, ¼'s, 6 and 12-lb. boxes	0 27
Icings for Cake—	
Chocolate, white, pink, lemon, orange, maple, almond, cocoanut, cream, in ½-lb. packages, 2 and 4 doz. in box, per doz.	1 00
Chocolate Confections	Per lb.
Maple buds, 5-lb. boxes	0 38
Milk medallions, 5-lb. boxes	0 38
Chocolate wafers, No. 1, 5-lb. boxes	0 32
Chocolate wafers, No. 2, 5-lb. boxes	0 27
Nonpareil wafers, No. 1, 5-lb. boxes	0 32
Nonpareil wafers, No. 2, 5-lb. boxes	0 27
Chocolate ginger, 5-lb. boxes	0 31
Milk chocolate wafers, 5-lb. boxes	0 38
Coffee drops, 5-lb. boxes	0 37
Lunch bars, 5-lb. boxes	0 37
Milk chocolate, 5c bundles, 3 doz. in box, per box	1 36
Royal Milk Chocolate, 5c cakes, 2 doz. in box, per box	0 90
Nut milk chocolate, ½'s, 6-lb. boxes, lb.	0 38
Nut milk chocolate, ¼'s, 6-lb. boxes, lb.	0 38
Nut milk chocolate, 5c bars, 24 bars, per box	0 90
Almond nut bars, 24 bars, per box	0 90

JOHN P. MOTT & CO.'S.

Miss N. Estabrook, St. John, N. B.; J. A. Taylor, Montreal; P. Q.; F. M. Hannum, Ottawa, Ont.; Jos. E. Huxley & Co., Winnipeg, Man.; Tees & Persse, Calgary, Alta.; Russell, Johnson, Edmonton; D. M. Doherty & Co., Vancouver and Victoria.

Elite, 10c size (for cooking) doz.	0 90
Mott's breakfast cocoa, 2-doz. 10c size, per doz.	0 85
Nut milk bars, 2 dozen in box	0 80
Breakfast cocoa, ¼'s and ½'s	0 36
No. 1 chocolate	0 30
Navy chocolate, ½'s	0 26
Vanilla sticks, per gr.	1 00
Diamond chocolate, ½'s'	0 24
Plain choice chocolate liquors	20 30
Sweet chocolate coatings	0 20

CONDENSED AND EVAPORATED MILK.

BORDEN MILK CO., LTD.

East of Fort William, Ont.

Preserved	Per case
Eagle Brand, each, 4 doz.	$6 25
Reindeer Brand, each, 4 doz.	6 25
Silver Cow Brand, each 4 doz.	5 75
Gold Seal Brand, each, 4 doz.	6 60
Mayflower Brand, each 4 doz.	5 60
Purity Brand, each 4 doz.	5 60
Challenge Brand, each 4 doz.	4 85
Clover Brand, each 4 doz.	4 85
Evaporated (Unsweetened)—	
St. Charles Brand, small, each 4 doz.	2 00
Peerless Brand, small, each 4 doz.	2 00
St. Charles Brand, Family, each 4 doz.	3 90
Peerless Brand, Family, each 4 doz.	3 90
Jersey Brand, Family, each, 4 doz.	3 90
St. Charles Brand, tall, each 4 doz.	4 50
Peerless Brand, tall, each, 4 doz.	4 50
Jersey Brand, tall, each, 4 doz.	4 50
St. Charles Brand, Hotel, each, 2 doz.	4 25
Peerless Brand, Hotel, each, 2 doz.	4 25
Jersey Brand, Hotel, each, 2 doz.	4 25
St. Charles Brand, gallons, each, ½ doz.	4 75
"Reindeer" Coffee and Milk, "large," each, 2 doz.	4 80
"Reindeer" Coffee and Milk, "small," each, 4 doz.	5 50
"Regal" Coffee and Milk, each, 2 doz.	4 50
"Reindeer" Cocoa and Milk, each, 2 doz.	4 80

COFFEE.

WHITE SWAN SPICES AND CEREALS, LTD.

WHITE SWAN.

1 lb. tins, 4 doz. to case, weight 80 lbs.	36
1 lb. tins, 2 doz. to case, weight 35 lbs.	

Add one-half cent per pound to the above.

ENGLISH BREAKFAST COFFEE.

½ lb. tins, 2 doz. to case, weight 22 lbs.	22
1 lb. tins, 2 doz. to case, weight 40 lbs.	20

MOJA.

½ lb. tins, 2 doz. to case, weight 22 lbs.	32
1 lb. tins, 2 doz. to case, weight 40 lbs.	30
2 lb. tins, 1 doz. to case, weight 40 lbs.	30

PRESENTATION COFFEE.

A Handsome Tumbler in Each Tin.

1 lb. tins, 2 doz. to case, per lb.	27

Shipping weight, 50 lbs. per case.

MINTO BROS.

MELAGAMA COFFEE.

	Whol.	Ret'l.
1s, 1½s, Grd.	25	30
1s, 1½s, B. & G.	32	40
1s only, B. & G.	35	45
1s, ½s, B. & G.	38	50

Packed in 30 and 50-lb. cases. Terms net 30 days prepaid.

MINTO COFFEE (Bulk).

M. Bean or Gr.	38
I Bean or Gr.	35
N Bean or Gr.	32
T Bean or Gr.	30
O Bean or Gr.	28
Spec. Grd. Compound	25

Packed in 25 and 50-lb. tins.

FLAVORING EXTRACTS.

WHITE SWAN FLAVORING EXTRACTS—ALL FLAVORS.

1 oz. bottles, per doz., weight 3 lbs.	$ 1 05
2 oz. bottles, per doz., weight 4 lbs.	2 00
2½ oz. bottles, per doz., weight 6 lbs.	2 30
4 oz. bottles, per doz., weight 7 lbs.	3 50
8 oz. bottles, per doz., weight 14 lbs.	6 50
16 oz. bottles, per doz., weight 23 lbs.	12 00
32 oz. bottles, per doz., weight 40 lbs.	22 00
Bulk, per gallon, weight 16 lbs.	10 00

CRESCENT MFG. CO.

CRESCENT MAPLEINE.

Special Delivered Price for Canada.

	Per doz.
1½-oz. (4 doz. case), weight 9 lbs., retail each 15c.	$ 1 40
1 oz. (4 doz. case), weight 14 lbs., retail each 30c.	2 55
2 oz. (3 doz. case), weight 15 lbs., retail each 50c.	4 40
4 oz. (2 doz. case), weight 17 lbs., retail each 90c.	7 00
8 oz. (1 doz. case), weight 17 lbs., retail each $1.50.	13 00
Pint (1 doz. case), weight 29 lbs., retail each $3.	25 00
Quart (1 doz. case), weight 53 lbs., retail each $5.50.	47 75
Gallons, each, retail each $20	17 15

GELATINE.

Knox Plain Sparkling Gelatine (2-qt. size), per doz.	1 80
Knox Acidulated Gelatine (Lemon flavor), (2-qt. size), per doz.	1 30
Cox's Instant Powdered Gelatine (1-qt. size), per doz.	1 10

Books You Ought to Have

Grocer's Encyclopedia

It is impossible in the small space at disposal to give anything but a vague idea of the tremendous field covered by the "Grocer's Encyclopedia," containing as it does full information on every article handled by the grocery and provision trade, and hundreds of trade "pointers" which are of practical value in buying, selling and caring for goods. An encyclopedia of all foods that you have ever seen or heard of. Food dictionaries in English, German, French, Italian and Swedish. The most complete descriptive wine list ever compiled.

1200 subjects, 500 illustrations, 80 full-page color plates, 748 pages, 11 x 8½ inches in size; printed on fine calendered paper and strongly bound in heavy buckram.

Price only $10.50, Delivery Prepaid.

"The color pages alone are worth the price. Words are unable to do the work justice."—New England Grocer.

Digest *of the* Mercantile Laws of Canada

Have you any outstanding accounts you wish you could collect? This book will show you HOW. It is a ready reference for merchants and their assistants in their daily business.
Based on Dominion and Provincial Statutes and Court Decisions. Indorsed by barristers, sheriffs, magistrates and conveyancers, and recommended by the Ontario Institute of Chartered Accountants. "Digest of the Mercantile Laws of Canada" is used by more accountants, bankers and business firms than any other work on the subject.

To meet the needs of subscribers in New Ontario and the Western Provinces, where land is under the Land Titles System of Registration, and Appendix of 16 pages, containing a synopsis of the Land Titles Act, has been added to the regular edition, thus constituting a special "Western Edition."

Eastern Edition, Price - - - - - - $2.00
Special Western Edition - - - - - 2.50

Grocery Advertising

By William Borsodi

To the merchant or clerk who wants to put "punch and personality" into his window display cards or advertising copy, he cannot do better than consult the pages of this excellent book.

It contains suggestions for special sales, bargain sales, cash sales, etc., which should be of inestimable value to the go-ahead grocer, also ideas for catch lines or window cards, and many hints for the preparation of real, live advertising copy. In addition there is a collection of short talks, advertising ideas, and selling phrases used by the most successful grocery advertisers.

Price $2, Postpaid.

No progressive grocer or clerk should be without this book of unquestioned merit.

An Asset to Your Business

Not until you have these books on your library shelf will their worth to your business be fully appreciated. Each book in its particular line supplies just the information you want. They have been chosen by the publishers of Canadian Grocer as being the best treatise of the respective subjects published at the price.
On receipt of remittance we will forward the book desired. Look over it and examine it carefully and if you are not fully satisfied with the purchase, return the book within five days and the amount sent will be refunded.
When remitting by cheque make same *payable at par,* Toronto.
All orders payable in advance.

Store Management Complete

By Frank Farrington

Dealing in a thorough manner with all subjects relative to the capable management of the average store. It is a book that should be in the hands of every merchant and his clerk.

Thirteen Chapters, 252 pages brim full of sound business logic that can be put to practical use every working day of the year. The different subjects treated are as follows:—

The Man Himself—Where to Start—Store Arrangement — The Buying End—The Store Policy—Clerk Management—Leaks — The Store's Neighbors — Working Hours — Expenses — The Credit Business — What to Sell — Premium Giving.

Price $1.00, Postpaid.

Contains information on every subject necessary to the efficient management of the store.

How to Buy and Sell Canned Goods

By J. A. Lea

Written by a practical man for practical use and intended to help all distributors of canned foods.

INDEX TO CONTENTS

Origin and History of Canned Foods.
How to Regulate Stocks and Purchases.
Apparent and Real Costs.
How to Handle Swells, Leaks and Rusties.
How to Prevent Business Leaks and Stealages.
Buying and Selling Futures in Canned Foods.
Use and Expense of Samples.
Arrangement of Samples in Salesroom.
Employment and Training of Salesmen.
Selling Points Applied to Canned Foods.
A Model Business Organization.
Advantages and Disadvantages of Private Labels.
Advantages and Disadvantages of Packers' Labels.
Window and Counter Displays; Illustrated.
Hard Work and Hard Play.
Established Standards of Quality; for Corn, Peas, Tomatoes and other articles. Also standard sizes and kinds of cans used.

How to Buy, Grade and Sell Canned Apples, Asparagus, Beets, Blackberries, Blueberries, Cherries, Clams, Corn, Crabs, Gooseberries, Hominy, Kraut, Lima Beans, Lobster, Meats, Milk, Okra, Oysters, Peaches, Pears, Peas, Pineapple, Plums, Pork and Beans, Pumpkin, Raspberries, Red Kidney Beans, Salmon, Sardines, Spinach, Squash, Strawberries, Stringless Beans, Succotash, Sweet Potatoes.

This book contains more than 200 pages, is handsomely bound in cloth, printed in neat, clear type, on eggshell finish paper, completely indexed and well illustrated.

Price $2.15, Postpaid.

Showcard Lettering, Designing, Etc.

A practical treatise on Up-to-Date Pen and Brush Lettering, giving instruction representing many styles of lettering, position, movement, shading, spacing, designing and arrangement, with illustrations of large and small letters of each alphabet, together with a full analysis and diagram for making neat and prominent figures off-hand for price tickets, etc. Over 400 illustrations of finished show cards and price tickets are given in

Marking Pen Lettering
Soennecken Pen Lettering
Automatic Pen Lettering and
Up-to-Date Brush Lettering

outside of fifty-one page alphabet plates and lettering exercises of a large variety of standard show card alphabets with practical instruction, together with show card designs, showing how to produce neat and fancy border and scroll outlines, tinted backgrounds, etc.

This book is far beyond anything ever published in this line. It contains solid, practical, common-sense instruction—a book that is free from absurd theories and mystifying kinks, and contains 2,000 advertising phrases for Card Signs, Posters, etc.

Price $1.00, Postpaid.

The MacLean Publishing Company, Limited

BOOK DEPARTMENT

143-153 University Ave., - - Toronto, Ontario

Eggs and Butter

If you have any to sell let us handle them for you, either cash, trade or on commission.

Established 1854

F. W. Fearman Co., Limited

HAMILTON

KING OSCAR

BRAND

SARDINES

The new pack of KING OSCAR sardines commences in July. In view of the increasing demand and the continued decreasing supply of fish we strongly advise the trade to place their orders NOW for shipment ex the new pack. Consult your jobber!

Canadian Agents:

John W. Bickle & Greening

(J. A. Henderson)

Hamilton, Canada

W. CLARK, LIMITED, MONTREAL.

Compressed Corned Beef, ½s, $1.50; 1s, $2.75; 2s, $5; 6s, $18; 14s, $37.
Roast Beef, ½s, $1.50; 1s, $2.75; 2s, $5; 6s, $16.
Boiled Beef, 1s, $2.75; 2s, $5; 6s, $16.
Jellied Veal, ½s, $1.50; 1s, $2.75; 2s, $4.50; 6s, $18.
Corned Beef Hash, ½s, $1.50; 1s, $2.30; 2s, $4.25.
Beefsteak and Onions, ½s, $1.50; 1s, $2.75; 2s, $5.
Cambridge Sausage, 1s, $2.40; 2s, $4.
Boneless Pigs' Feet, ½s, $1.50; 1s, $2.25; 2s, $4.25.
Lambs' Tongues, ½s, $1.90.
Sliced Smoked Beef, tins, ½s, $1.65; 1s, $2.65.
Sliced Smoked Beef, glass, ¼s, $1.25; ½s, $1.90; 1s, $2.75.
Tongue, Ham and Veal Pate, ½s, $1.20.
Ham and Veal, ½s, $1.
Potted and Devilled Meats, tins —Beef, Ham, Tongue, Veal, Game, ¼s, 50c; ½s, $1.
Potted Meats, Glass — Chicken, Ham, Tongue, ¼s, $1.25.
Ox Tongues, tins, ½s, $2.40; 1s, $5.25; 1½s, $8; 2s, $10.
Ox Tongues, Glass, 1½s, $9.75; 2s, $12.
Mincemeat, Hermetically Sealed Tins, 1s, $1.25; 2s, $2.40; 3s, $3.40; 4s, $4.30; 5s, $5.40.
In Pails, 25 lbs., 8c lb.
In Tubs, 45 lbs., 7½c lb.
In Glass, 1s, $2.25.
Plum Pudding, 1s, $2.30; 2s, $2.80.
Clark's Peanut Butter — Glass Jars, ¼, 95c; ½, $1.40; 1, $1.85.
Clark's Peanut Butter—Pails 24 lbs., 15c per lb.
Clark's Tomato Ketchup, 8 oz., $1.35; 12 oz., $1.90; 16 oz., $2.40.
Pork & Beans, Plain Talls, 1, 60c; 2, $1; 3, $1.40; 6, $4.50; 12, $7.25.
Pork & Beans, Tomato Sc. Talls, 1, 60c; 2, $1; 3, $1.40; 6, $4.50; 12, $7.25.
Pork & Beans, Chili Flat, 1, 60c; 2, $1; 3, $1.15.
Pork & Beans, Tomato Flats, 1, 60c; 2, $1; 3, $1.15.
Pork & Beans, Plain Flats, 1, 60c; 2, $1; 3, $1.15.
Vegetarian Baked Beans, Tomato Sauce, Talls, $1.15.
Clark's Chateau Concentrated Soups, 95c.
Clark's Chateau Concentrated Soups, No. 1 Assorted, 95c.

EBY-BLAIN, LIMITED, TORONTO. ANCHOR BRAND.

Ammonia Powder—"Anchor"	Per case
50 cases, 6 doz.	$2 50
10 cases, 3 doz.	2 50
5 case lots, freight prepaid, Ontario points	2 25
Baking Powder—"Anchor"	Per doz.
4 oz. tins, cases 4 doz.	0 67½
6 oz. tins, cases 4 doz.	0 90
8 oz. tins, cases 3 doz.	1 20
12 oz. tins, cases 3 doz.	1 65
16 oz. tins, cases 2 doz.	2 00
2½-lb. tins, cases 1 doz.	4 40
5-lb. tins, cases 1 doz.	8 40
Chocolate—Unsweetened—"Anchor"	
10c cakes, boxes 2 doz.	0 90
Cocoa—"Anchor"	Per doz.
10c tins, cases 4 doz.	0 90
	Per lb.
¼s, tins, cases 4 doz.	0 36
½s, tins, cases 2 doz.	0 35
1s, tins, cases 1 doz.	0 35
Coffee—"Anchor"	Per lb.
1 lb. tins, whole or ground, cs., 30 lb.	0 36
2 lb. tins, whole or ground, cs., 30 lb.	0 35
Cream of Tartar—"Anchor"	Per doz.
2 oz. pkgs., box 4 doz.	$ 0 90
3 oz., pkgs., box 3 doz.	1 35
¼ oz., pkgs., box 4 doz.	1 75
½ oz. pkgs., box 4 doz.	3 50
½ oz. tins, box 4 doz.	3 75
1 oz. tins, box 2 doz.	6 00
Flavoring Extracts—"Anchor"	
20c bottle	$ 1 15
½ oz. bottle	2 50
4 oz. bottle	4 00
8 oz. bottle	7 50
16 oz. bottle	14 40
32 oz. bottle	28 80
80 oz. bottle	60 00
Flour—Potato—"Anchor"	Per doz.
Cases, 2 doz.	1 20
Icings, Prepared "Anchor"	
10c pkgs., case 3 doz.	1 00
Mustard, D.S.F.—"Anchor"	
¼s, boxes 4 doz.	0 50
10c tins, boxes 4 doz.	0 95
	Per lb.
¼s, tins, boxes 12 lbs.	0 40
½s, tins, boxes, 12 lbs.	0 39
1s, tins, boxes 12 lbs.	0 38
Rice, Special Grain—"Anchor."	Per doz.
Cases 2 and 4 dozen	0 90
"Anchor" Brand	Per case
Shaker Table Salt, free running, cases 2 doz., case	1 60

"GOLD MEDAL" COFFEE.

Whole or Ground—	Per lb.
½ lb tins, cases 30 lbs.	0 37
1 lb. tins, cases 30 lbs.	0 36
2 lb. tins, cases 30 lbs.	0 35

"GOLD MEDAL" ROLLED WHITE OATS.

	Per case
25c pkgs., cases 12 pkgs.	2 50

"KING" NAPTHA BORAX WASHING COMPOUND.

5c pkgs., cases 50s	1 90
5c pkgs., cases 100s	3 75
10c pkgs., cases 3 doz.	3 50

"KOLONA" CEYLON TEA.

	Per lb.
40c black, green or mixed, ½ and 1 lb. pkgs.	0 30
50c black, green or mixed	0 35
60c black, green or mixed	0 42
80c black, green or mixed	0 55
	Per doz.
"Meat of Wheat" Breakfast Food, cases 2 doz.	1 45
"Wheat - Os" Breakfast Food, cases 2 doz.	1 45
	Per doz.
"Piccaninny" pancake and buckwheat	1 00

LAPORTE, MARTIN, LIMITED Montreal. Agencies.

BASIN DE VICHY WATERS.

L'Admirable, 50 btles, litre, cs.	5 50
Efficace	6 00
Neptune	7 00
San Rival	8 00

VICHY LEMONADE.

La Savoureuse, 50 btles., cs.	8 00

MINERVA PURE OLIVE OIL.

Case—	
12 litres	8 00
12 quarts	7 00

NATURAL MINERAL WATER

Evian, Source Cachat, 50 btles., cs.	$9 00

IMPORTED GINGER ALE AND SODA.

Ginger Ale, Trayders, cs. 6 doz. pts., doz.	1 10
Ginger Ale, Trayders, cs. 6 doz. splits, doz.	0 90
Club Soda, Trayders, cs. 6 doz. pts., doz.	1 00
Club Soda, Trayders, cs. 6 doz. splits, doz.	0 90

BLACK TEAS.

Victoria Blend, 50 and 30-lb. tins, lb.	0 37
Princess Blend, 50 and 30-lb. tins, lb.	0 33

JAPAN TEAS.

H. L., ch. 90 lbs., lb.	0 35
Victoria, ch. 90 lbs., lb.	0 30
Princess, cad., 5 lbs., lb.	0 25

COFFEES.

Victoria, Java and Mocha Blend, 1-lb. tin, lb.	0 34½
Victoria, Java and Mocha Blend, 5, 10, 25, 50-lb. tins, lb.	0 32
Princess, Java and Mocha Blend, 1-lb. tin, lb.	0 22

MALT EXTRACT.

Miller of Milwaukee, cs. 2 doz., cs.	4 40
Miller of Milwaukee, hrl. 8 doz., hrl.	16 20

HERE ARE A FEW OF

McVitie & Price's BISCUITS

established favourites from the Old Country, which every grocer should stock:

DIGESTIVE.	"The Premier Biscuit of Britain." Finest wholemeal.
SCOTTISH ABERNETHY.	The Scottish favourite.
ACADEMY CREAMS.	Rich cream-filled shortbread biscuit.
CREAMY CHOCOLATE.	Chocolate biscuit filled with cream.
OSBORNE.	The standard Old Country biscuit, delightful flavour.
RICH TEA.	Popular Scottish tea biscuit.
SMALL PETIT BEURRE.	Fine butter flavour.
CORONATION.	Rich shortcake.
BUNTY CREAMS.	Butterfly shape, cream sandwich, almond flavour.
BUTTERETTE.	Light short-eating cracker.
ROYAL SCOT.	Ideal tea or coffee biscuit.

Recognized Official Agents in the following cities:—Halifax, Montreal, Toronto, Winnipeg, Calgary, Edmonton, Lethbridge, Vancouver and Victoria.

TOMATOES

Florida and Hothouse

We excel in fine Tomatoes.

Strawberries

Fresh cars every day.

Cucumbers

Market much lower.

Hampers 6 to 8 doz.

Grape Fruit

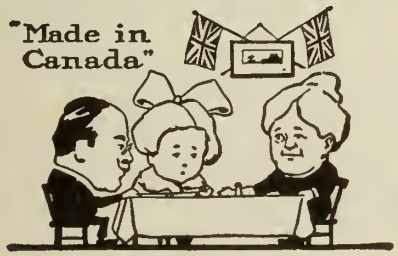
Our last car for season has arrived.

Pineapples, New Carrots, New Beets, New Cabbage.

Everything the best and the biggest assortment.

White & Co., Limited

Toronto and Hamilton



The One Price Line is The Square Price Line

Manufacturers, who try to deal direct with the retailers, don't always give special prices to one grocer only. You may be sure of that.

Rebates and discounts sound well—but a grocer who puts in a "cut price line" never knows whether his competitors are getting a little deeper cut.

"WINDSOR" AND "REGAL" SALT

are sold through jobbers only, at fixed prices. All Retail Grocers are given the same terms and treatment, and the same high quality in every bag and package.

"WINDSOR" AND "REGAL" are so well known that to sell any other salt you must first overcome the strong preference for "WINDSOR" AND "REGAL." Is it worth the trial, and the risk of offending so many of your good customers?

The Canadian Salt Co., Limited

Windsor, Ont.

Past experience is a mighty sure basis for judging the trade-bringing value of Soap. So well has Wonderful Soap served housewives for years that to-day, after ten, fifteen or twenty years, Wonderful Soap is the best-liked soap in most households. For a continued flow of heavy sales, push Wonderful Soap to-day.

Guelph Soap Co.

Guelph, Ont.

Our Tiger (50 cent line) Brooms

are superfine carpet BROOMS on **polished** handles. Offer them to your customers and secure business that stays. Splendid value in 35c, 40c, 50c, 60c lines. Try a sample shipment and be satisfied.

We make **Factory Brooms.**

Walter Woods & Co.
HAMILTON

IN THE FRUIT SEASON

The housewife would almost as soon be without sugar or potatoes as not to have

Parowax

always on hand. For sealing preserves, jams and jellies, Parowax is a staple.

Parowax is also largely used for loosening dirt when washing clothes. Women like it because it makes washing easy, and does away with all the hard rubbing.

Our advertising this year will again stir up a good demand for Parowax. Be ready for it. Put up in ¼-lb. cakes, packed 4 in a carton, 20, 40 or 100 cartons in a case.

MADE IN CANADA

THE IMPERIAL OIL COMPANY
Limited
BRANCHES IN ALL CITIES

BOAR'S HEAD LARD COMPOUND.
N. K. FAIRBANK CO., LTD.

Tierces	0 10¼
Tubs, 60 lbs.	0 10½
Pails, 20 lbs.	0 10¾
Tins, 20 lbs.	0 10¼
Cases, 3 lbs., 20 to case	0 11¼
Cases, 5 lbs., 12 to case	0 11½
Cases, 10 lbs., 6 to case	0 11

F.O.B. Montreal.

MUSTARD.
COLMAN'S OR KEEN'S.

	Per doz. tins
D. S. F., ¼-lb.	$ 1 50
D. S. F., ½-lb.	2 68
D. S. F., 1-lb.	5 36
F. D., ¼-lb.	0 95
F. D., ½-lb.	1 63
	Per Jar
Durham, 4-lb. jar	0 87
Durham, 1-lb. jar	0 28

JELLY POWDERS.
WHITE SWAN SPICES AND CEREALS, LTD.

White Swan, 15 flavors, 1 doz. in handsome counter carton, per doz.	$ 0 90

List Price.

SPICES.
WHITE SWAN SPICES AND CEREALS, TORONTO.

	Dredge	Cannister	4 oz. Round Pkgs
Allspice		$0.90	$0.90
Arrowroot, 4 oz. tins, 85c.			
Cayenne		0.90	0.90
Celery Salt			
Celery Pepper			
Cinnamon		0.90	0.90
Cinnamon, 1 oz. Fagots, 45c.			
Cloves		0.90	0.90
Curry Powder			
Mace			
Nutmegs		0.90	
" Whole, 5c. Pkgs, 45c.			
Paprika		0.90	
Pepper, Black		0.90	0.90
Pepper, White		1.10	1.10
Pastry Spice		0.90	0.90
Pickling Spice (Window front)			0.75
Dozens to case		4	4
Shipping weight, per case		10 lbs.	17 lbs.

SOAP AND WASHING POWDERS.
SNAP HAND CLEANER.

3 dozen to box	3 60
6 dozen to box	7 20

30 days.

RICHARDS' PURE SOAP.
Richards' Quick Naptha Soap.
Packed 100 bars to case.
5-case lots (delivered), $4.15 each with 20 bars of Quick Naptha as a free premium.

FELS NAPTHA.
Prices—Ontario and Quebec:

Less than 5 cases	$ 5 90
Five cases or more	4 95

WHITE SWAN LYE.

Single cases, 4 doz.	$ 3 50
5 case lots, 4 doz.	3 55

Shipping weight 50 lbs. per case.

THE CANADA STARCH CO., LTD., EDWARDSBURG BRANDS and BRANTFORD BRANDS.
Laundry Starches—

Boxes.	Cents.
40 lbs., Canada Laundry	.06¼
40 lbs., boxes Canada white gloss, 1 lb. pkg.	.06¾
48 lbs. No. 1 white or blue, 4 lb. cartons	.07¼
48 lbs. No. 1 white or blue, 3 lb. cartons	.07¼
100 lbs., kegs, No. 1 white	.06¾
200 lbs., bbls., No. 1 white	.06¾
30 lbs., Edwardsburg silver gloss, 1 lb. chrome pkgs.	.07¾
48 lbs. silver gloss, in 6-lb. tin canisters	.08¼
36 lbs., silver gloss 6-lb. draw lid boxes	.08¼
100 lbs., kegs, silver gloss, large crystals	.07¼
28 lbs., Benson's Satin, 1-lb. cartons, chrome label	.07½
40 lbs., Benson's Enamel (cold water), per case	3 00
20 lbs., Benson's Enamel (cold water), per case	1 50
Celluloid—boxes containing 45 cartons, per case	3 60

Culinary Starch.

40 lbs. W. T. Benson & Co.'s prepared corn	.07¾
40 lbs. Canada pure corn starch (120-lb. boxes ¼c higher.)	.06½
Casco Potato Flour, 20-lb. boxes, per lb.	10

BRANTFORD STARCH.
Ontario and Quebec.
Laundry Starches—
Canada Laundry—

Boxes about 40 lbs.	06

Acme Gloss Starch—

1-lb. cartons, boxes of 40 lbs.	.06¾

First Quality White Laundry—

3-lb. canisters, cs. of 48 lbs.	.07¼
Barrels, 200 lbs.	.06¾
Kegs, 100 lbs.	.06¾

Lily White Gloss—

1-lb. fancy carton cases 30 lbs.	.07¾
S in case	.08
6-lb. toy trunks, lock and key, 6-lb. toy drum, with drumsticks, 8 in case	.08¼
Kegs, extra large crystals, 100 lbs.	.07¼

Canadian Electric Starch—

Boxes, containing 40 fancy pkgs., per case	3 00

Celluloid Starches—

Boxes containing 45 cartons, per case	3 60

Culinary Starches—
Challenge Prepared Corn—

1-lb. pkts., boxes of 40 lbs.	.06½

Brantford Prepared Corn—

1-lb. pkts. boxes of 40 lbs.	.07¾

"Crystal Maize" Corn Starch—

1-lb. pkts., boxes of 40 lbs.	.07¾

(20-lb. boxes ¼c higher than 40's)

OCEAN MILLS, MONTREAL.
Chinese starch, 16 oz. pack., 4 doz. per case, $4; Ocean Corn Starch, 16 oz. pack., 4 doz. per case, $3.60; King Corn Starch, 16 oz. pack., 4 doz. per case, $3.12; Ocean Blanc Mange, all flavors, 8 oz. pack., 4 doz. per case, $4; Ocean Borax, 8 oz. pack., 4 doz. per case, $1.80; Ocean Baking Soda, 8-oz. package, 120 packages, per case, $3; Ocean Baking Soda, 16 oz. pack., 60 pack. per case, $3; Ocean Baking Powder, 1 lb. pack., 3 doz. per case, $6.75; Ocean Baking Powder, 8 oz. pack., 5 doz. per case, $6.50; Ocean Baking Powder, 4 oz. pack., 4 doz. per case, $3; Ocean Baking Powder, 3 oz. pack., 4 doz. per case, $1.60; Ocean Baking Powder, 5 lb. tin, 10 tins per case, $7.50; Chinese Washing Powder, 8 oz., 120 pack. per case, $4.25; retail at 5c per doz., 45c; Ocean Extracts, all flavors, 2 oz., 6 doz. per case, $6; Ocean Mustard (French Mustard, quart size, 2 doz. per case, $4.80; Ocean Mustard (French Mustard), pint size, 2 doz. per case, $4; Ocean Liquid Blue, pint bottles, 2 doz. per case, $1.80; Petrolatum, 2 oz. jars, 12 doz. per case, $5.40; Petrolatum, 5 oz. jars, 6 doz. per case, $5.40; Ocean Cough Syrup, 8 oz. bottle, 3 doz., per case, $7.20.

In buying

KETCHUP

remember Upton's give 125 per cent. of ketchup value for your dollar.

Try It and See

It is packed in standard packages at popular prices. Get it from your jobber or write us if he cannot supply you.

The T. Upton Co., Limited

ST. CATHARINES

Strawberries

Fresh cars of the **Very Finest Quality** arriving regularly. Let us look after your Berry business either from Guelph or North Bay.

Pineapples

Get your trade supplies now. They will be higher. We have the Best Marks only.

Wax Beans, New Potatoes, Tomatoes, Cucumbers, Green Peas, LETTUCE, ORANGES, BANANAS, LEMONS.

THE HOUSE OF QUALITY

Hugh Walker & Son

ESTABLISHED 1861

GUELPH and NORTH BAY

There is Always Room for a GOOD MAN!

Canadian Grocer's Condensed Ad. Column found him the job. This is what he says:

> *"Thanks for advertisement in the Grocer. I am now suited and am making a start on Monday. I may say your paper is a Champion Medium for Practical Grocers, not 'shopmen,' who are wanting a berth. Rest assured I shall boom the Grocer wherever I go."*

Are *you* wanting a job? Perhaps you have something for sale or are wanting a Clerk, a Salesman or a Manager? Among the readers of "Canadian Grocer" you will find just the man you are looking for to fill the bill.

Make Sea Foods a Bigger Business Producer

The amount of business you do depends entirely on the quality of the goods you are handling. Inferior lines will never give you a big turnover or produce satisfied customers.

Stock only quality goods, which will boost your canned sea food business and attract the best class of trade to your store.

You run no risks whatever when you stock Brunswick Brand Sea Foods whose delectable, wholesome qualities appeal to the most fastidious tastes.

"Brunswick Brand" is a big factor in creating year-round sales.

Connors Bros., Limited

Black's Harbor, N.B.

COW BRAND BAKING SODA

In boxes only.

Packed as follows:

5c packages (96)	$ 3 20
1 lb. packages (60)	3 20
½ lb. packages (120)	3 40
1 lb. 30 / ½ lb. 60 } Packages, Mixed	3 30

SYRUP.

THE CANADA STARCH CO., LTD., CROWN BRAND CORN SYRUP.

2-lb. tins, 2 doz. in case	$2 65
5-lb. tins, 1 doz. in case	3 00
10-lb. tins, ½ doz. in case	2 90
20-lb. tins, ¼ doz. in case	2 85
Barrels, 700 lbs.	3¾
Half barrels, 350 lbs.	4
Quarter barrels, 175 lbs.	4¼
Pails, 38½ lbs.	1 95
Pails, 25 lbs. each	1 40

LILY WHITE CORN SYRUP.

2-lb. tins, 2 doz. in case	3 00
5-lb. tins, 1 doz. in case	3 35
10-lb. tins, ½ doz. in case	3 25
20-lb. tins, ¼ doz. in case	3 20

(5, 10 and 20-lb. tins have wire handles.)

ST. LAWRENCE SUGAR REFG. CO.

Crystal Diamond Brand Cane Syrup.

2-lb. tins, 2 doz. in case	$2 65
Barrels	0 03¾
½ barrels	0 04

CANNED HADDIES, "THISTLE" BRAND.

A. P. TIPPET & CO., Agents.

Cases, 4 doz. each, flats, per case	$5 40
Cases, 4 doz. each, ovals, per case	5 40

INFANTS' FOOD.

Robinson's patent barley, ½ lb. tins, $1.25; 1-lb. tins, $2.25; Robinson's patent groats, ½-lb. tins, $1.25; 1-lb. tins, $2.25.

BEAVER BRAND CORN AND MAPLE SYRUP.

Quart tins (wine measure), 2 doz. in case, per case	4 70

MOLASSES.

THE DOMINION MOLASSES COMPANY, LTD.

Gingerbread Brand.

2s, Tins, 2 doz. to case.

Quebec, per case	$1 85
Ontario, per case	1 90
Manitoba, per case	2 30
Saskatchewan, per case	2 60
Alberta, per case	2 70

DOMOLCO BRAND.

2s, Tins, 2 doz. to case.

Quebec and Ontario, per case	2 95
Manitoba, per case	3 40
Saskatchewan, per case	3 05
Alberta, per case	3 75
British Columbia, per case.	2 40
British Columbia, per case.	3 55

SAUCES.

PATERSON'S WORCESTER SAUCE.

½-pint bottles, 3 and 6 doz. cases, doz.	0 90
Pint bottles, 3 doz. cases, doz.	1 75

H. P.

	Per doz.
H. P. Sauce— Cases of 3 dozen	1 90
H. P. Pickles— Cases of 2 doz., pints	3 25
Cases of 3 doz., ¼ pints	2 20

STOVE POLISH.

JAMES DOME BLACK LEAD.

2a size, gross	2 50
6a size, gross	2 40

NUGGET POLISHES.

	Doz.
Polish, Black and Tan	0 65
Metal Outfits, Black and Tan	3 65
Card Outfits, Black and Tan	3 25
Creams and White Cleanser	1 10

TEAS.

THE SALADA TEA CO.

East of Winnipeg.

	Wholesale.	R't'l.
Brown Label, 1s and ½s	.33	.40
Blue Label, 1s, ½s, ¼s	.40	.50
Red Label, 1s and ½s.	.46	.60
Gold Label, ½s	.54	.70

ORANGE MARMALADE.

"BANNER BRAND" PURE FRUIT PRODUCTS.

JAMS AND JELLIES.

2's	$ 2 15
4's	0 35
5's	0 42
7's	0 60
30's, wood	0 06
12-oz. glass jar	1 15
Tumbler, glass	0 95

MARMALADE.

2's, per doz.	$ 2 30
4's, per pail	0 40
5's, per pail	0 45
7's, per pail	0 65
30's, wood, lb.	0 08¾
12-oz. glass jar, doz.	1 20
Tumbler, glass, doz.	1 00

Prices subject to change without notice.

MINTO BROS., Limited, Toronto.

We pack in 60 and 100-lb. cases All delivered prices.

MELAGAMA TEA.

	Whol.	Ret.
Red Label, 1s or ½s	0 29	0 35
Green Label, 1s, ½s, ¼s	0 32	0 40
Blue Label, 1s, ½s, ¼s	0 37	0 50
Yellow Label, 1s, ½s, ¼s	0 42	0 60
Purple Label, ¼s only	0 55	0 80
Gold Label, ¼s only.	0 70	1 00

MINTO TEA.

	Whol.	Ret.
Green Bag	0 29	0 35
Red Bag	0 32	0 40
Yellow Bag	0 37	0 50
Purple Bag	0 42	0 60

YEAST.

White Swan Yeast Cakes, per case, 3 doz. 5c pks.	1 20

IMPERIAL TOBACCO CO. OF CANADA, LIMITED, EMPIRE BRANCH.

Black Watch, 8s, butts 9 lbs., boxes 6 lbs.	$0 60
Bobs, 6s and 12s, 12 and 6 lbs.	0 46
Currency Bars, 12s, ½ butts, 12 lbs., boxes 6 lbs.	0 46
Currency, 6s, ½ butts, 9 lbs.	0 46
Stag Bars, 6½s, butts, 11 lbs., boxes 5½ lbs.	0 48
Walnut Bars, 8½s, boxes 7 lbs.	0 64
Pay Roll, thick bars, 8½s, 6 lb. boxes	0 68
Pay Roll, thin bars, 8½s, 5 lb. boxes	0 66
Pay Roll, plug, 8½s, 12 and 7 lb. caddies	0 68
Shamrock, plug, 7½s, ½ butts, 12 lbs., boxes 6 lbs.	0 57
Empire, 7s and 14s, caddies 15 lbs., ¼ caddies, 6 lbs.	0 56
Great West, pouches, 9s	0 72
Forest and Stream, tins, 11s, 2 lb. cartons	0 80

"At last! I have struck my favorite"

—this is the thought of the discriminating smoker when he has tried "Our Seal."

The Young smoker—you know him, is the most discriminating user of tobacco, or perhaps we might say the hardest to satisfy. This trade is worth while though and worth going after. "Our Seal" will get and hold it, for the delightful mellow flavor and fragrance "gets to" both old and young. "Our Seal" should be in your stock right now—it's the "Prince of Tobacco Blends—the result of long experiments.

ORDER FROM YOUR WHOLESALER

TUCKETT LIMITED

HAMILTON **CANADA**

Are You Interested?

In Buying a Business?
In Selling a Business?
In Engaging a Clerk?
In Securing a Position?
In Securing a Partner?
In Disposing of Second - hand Fixtures?

Then you should use **Canadian Grocer's Classified Ad. Columns.**

It should find for you among the progressive Grocers of Canada at least one individual who is on the lookout for just such a proposition that you have to offer.

CANADIAN GROCER reaches the retailer, the wholesaler, the manufacturer, the clerk and the traveller, just the men to whom you wish to sell or from whom you would buy.

No Other Paper Reaches All These Men.

RATES:
(payable in advance)

2c per word, first insertion.
1c per word, subsequent insertions.
5c extra per insertion when replies are to be addressed c|o Canadian Grocer.

Canadian Grocer
143-153 University Ave., Toronto

Daily arrivals of fine, fresh, frozen

Lake Trout and Herring

also Pickled Herring. Just the thing for deliciously appetizing and economical meals. Big margin for the dealer.

¶ Only few hundred barrels Georgian Bay Apples left. Rush your order through —NOW.

Lemon Bros.
Owen Sound, Ont.

"St. Nicholas" Verdelli Lemons are here

TRACUZZI says:
"My 'St. Nicholas' are very fine—the best grown in all our gardens."

Ask your Jobber for "St. Nicholas"

If your jobber hasn't got "St. Nicholas," write me. I'll tell you who has.

J. J. McCabe
AGENT
Toronto

Buyers' Guide

WRITE TO
10 Garfield Chambers, Belfast, Ireland, for Sample Copy of the
Irish Grocer, Drug, Provision and General Trades' Journal
If you are interested in Irish trade.

We are buyers of evaporated and farmers' dried apples. Prices and tags on application.
O. E. Robinson & Co.
Ingersoll Ontario

ASSIGNEES AGENTS, LIMITED
154 Simcoe Street. - TORONTO
Assignments—Collections.
Book-debts are money in the other man's pocket. We are good collectors of past due accounts—consult us—charges moderate.
Phone Adel. 919.

CHIVER'S
JAMS—JELLIES—MARMALADE
Are guaranteed absolutely pure and of the highest quality.
Send us your orders.
Agents:
Frank L. Benedict & Co., Montreal

EGG FILLERS
Our capacity is three times the total Filler requirements of Canada.
PROMPT DELIVERIES
by us are therefore certain.
THE TRENT MFG. CO., LTD.
TRENTON, ONTARIO, CANADA

A SEED DEPARTMENT
will add to your profits
Kelway Langport England
grow and sell
SEEDS OF ALL KINDS
for Traders
Write to the actual wholesale growers for rock-bottom prices and illustrated catalogue.
Buy well ahead to secure
LOWEST PRICES.
WRITE TO-DAY

Write us for New Price List of
WINDSOR SALT
TORONTO SALT WORKS
TORONTO, ONT. GEO. J. CLIFF, Manager

ST. MARC COFFEE
Gives all users entire satisfaction.
AUGUSTIN COMTE & CO., LTD.
725 Notre Dame E. Montreal

CLASSIFIED ADVERTISING

Advertisements under this heading 2c per word for first insertion, 1c for each subsequent insertion.

Where replies come to our care to be forwarded, five cents must be added to cost to cover postage, etc.

Contractions count as one word, but five figures (as $1,000) are allowed as one word.

Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

FOR SALE

FOR SALE—ECONOMY TIERING MACHINE for handling and piling of heavy cases. Box 96, Canadian Grocer, Toronto.

TWO BOWSER SELF-MEASURING OIL tanks, enclosed in cabinet; nearly new; capacity 50 gals. each; sacrifice for quick sale. Box 95 Canadian Grocer, Toronto.

FOR SALE—GENERAL STORE SITUATED 21 miles west of London. Turnover $15,000.00. Stock $5,500.00. Good opening for energetic man. Will sell or lease store. Proprietor wishes to retire. Write to Box 87, Canadian Grocer, Toronto, Ont. 61115

GROCERY AND PROVISION BUSINESS FOR sale in thriving Ontario town. Well established; good location. Stock about $3,500. Turnover $22,500 a year. Write Box 92, Canadian Grocer, Toronto.

GROCERY STOCK AND FIXTURES—ALSO up-to-date Ice Cream Parlor in connection Busy season now on. Good live town. Low rental. Favorable lease. Owner retiring from grocery business. $1,000 more or less takes everything. Good snap. Box 94, Canadian Grocer, Toronto.

WANTED

WANTED—GOOD MANUFACTURERS' LINES to establish agency and handle on the road—Maritime Provinces. Write with full particulars. Box 93, Canadian Grocer, Toronto.

TEA SALESMAN — HIGH GRADE, FOR larger trade; Michigan and Indiana. This is a splendid opportunity for permanent, profitable position. Address Milford Sipes (Sales Mgr.), 321 Ash St., Detroit, Mich.

GROCERY TRAVELER WANTED WEST OF Hamilton. Mr. Murrell is going to the war; wanted a first-class experienced man to take his place. Apply Geo. E. Bristol & Co., Hamilton.

WANTED—EXPERIENCED MAN TO INstall and take charge of manufacturing department for spices, extracts, baking powder, jelly powders, olives and other grocery specialties. Apply by letter, stating age, experience and salary required to W. H. Malkin Co., Limited, Wholesale Grocers, Vancouver, British Columbia.

WANTED—WHAT ARE YOU WANTING? A clerk, a business, a salesman, a partner? An outlay at the rate of two cents a word will make your wants known throughout the Dominion to just the men who can satisfy you. See our rates above and send along your ad. to-day.

EXPERIENCED SALESMAN OPEN FOR situation as agent or manager of branch in grocers' specialties, etc., for Maritime Provinces. Good traveller and salesman. Understands clerical work. Willing to accept moderate salary until ability proved. Good references. Address J. H., Post Office Box 3009, Montreal.

DO YOU NEED HIM?

THE ADVERTISER IS EARNESTLY SEEKing an opening where real and practical executive knowledge will meet with the appreciation it deserves. He is a Scotsman, thirty-one years of age, of good appearance and address, with fourteen years' experience of the very best class grocery business. Having followed this business in four different countries, it has given him an insight into methods and systems which may be said to be unique. Possessed of a natural aptitude for salesmanship and organizing, he has always been successful, in so far as advancement of results are concerned. Last position held was that of assistant advertising manager in America's finest grocery establishment (fact) Will be glad to communicate with wholesale or manufacturing concerns in need of a capable correspondent. "Opportunity" of more importance than initial salary. Address: Honorable, Canadian Grocer.

MISCELLANEOUS

THE NATIONAL CASH REGISTER COMpany guarantee to sell a better register for less money than any other house on earth. We can prove it. Make us. The National Cash Register Co., 285 Yonge St., Toronto.

WANTED—ENERGETIC MAN TO SECURE subscriptions and renewals to MacLean's Magazine and The Farmer's Magazine. Good income guaranteed to capable person. Apply by etter, stating qualifications to The MacLean Publishing Company, Limited, 143-153 University Ave., Toronto, Canada.

BUCKWHEAT FLOUR GUARANTEED pure and unsurpassed by any mill in the province. T. H. Squire, Queensboro, Ont., solicits your orders.

TANGLEFOOT

The Non-Poisonous Fly Destroyer
Destroys Billions of Flies every year—vastly more than all other means combined. Absolutely Sanitary.

NOW IT'S TIME

to suggest

MAPLEINE

—delicious flavor for ices, punches, summer desserts.

Order from

Frederick E. Robson & Co.,
25 Front St. E., Toronto, Ont.

Mason & Hickey
287 Stanley St., Winnipeg, Man.

CRESCENT MFG. CO.
SEATTLE, WASH.

OAKEY'S KNIFE WELLINGTON POLISH

JOHN OAKEY & SONS, LIMITED,
LONDON . ENGLAND.

AGENTS

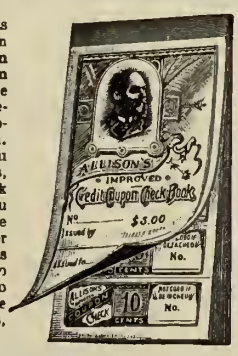
Geo. B. Jenkinson, 43 Queen St. East, Toronto, and J. E. Huxley & Co., 220 McDermed St., Winnipeg.

ALLISON COUPON BOOKS

Minimize the Risk of Loss on Credit Accounts and bring in the money quicker—two mighty good arguments. Installing the Allison Coupon Book System in a store that has credit gives the same result as adding more capital to the business—and Allison Coupon Books cost almost nothing.

HOW THEY WORK:

When a man wants credit, give him an Allison Coupon Book, and have him sign form at the front, which becomes then his promissory note to you. As he buys, you tear out coupons, and when his book is exhausted you can collect his note or extend credit for another book, as you deem wise. No pass books, no charging, no time wasted, no errors, no disputes.



For sale by the jobbing trade everywhere.
Manufactured by
ALLISON COUPON COMPANY
Indianapolis, Indiana, U.S.A.

McLEOD'S SPECIAL FLOUR

McLEOD'S FLOUR IS ALWAYS RIGHT

¶ Makes every loaf of bread a loaf of satisfaction. ¶ McLeod's "SPECIAL" is a very high grade blended flour—milled from the finest of Ontario Winter Wheat and Manitoba Spring Wheat—it is best for pastry and makes most excellent bread—it requires less shortening and so lessens the cost of pastry baking, without sacrificing quality—it requires less water in bread baking and therefore there is less evaporation It is economy to use McLeod's "SPECIAL" and you use it with the absolute guarantee of uniformity in the quality, and that the highest. McLeod's "SPECIAL" the FLOUR THAT NEVER DISAPPOINTS.

The McLeod Milling Company, Limited
Stratford, Ontario.

Link Up Your Store With This Advertising Now

The definite attention this extensive advertising campaign is centering on McLeod's Special Flour at the present time is creating considerable demand. The housewife will be on the lookout for the store that handles McLeod's. Make sure she knows you have this better flour in stock. Concentrate the interest created by this extensive campaign directly on your store through attractive window and counter displays. Write your nearest dealer for supplies and get your displays in now before sales are directed elsewhere.

The McLeod Milling Company, Limited

Stratford, Ontario

Take Advantage of This Service

Every week we have enquiries from readers in all parts of Canada asking trade questions. CANADIAN GROCER is in a position to answer these enquiries from its wide connection with the trade in all the large Canadian centres.

Do you want to know

The name of a manufacturer of any line?

The Canadian agents of an imported line?

The answer to a question of law?

The regulations regarding any food stuff?

The method of manufacture of any article of food?

Our services are at your disposal. As a subscriber to CANADIAN GROCER you are entitled to them.

Send in your enquiries to the

Service Dept., Canadian Grocer

143-153 University Ave., Toronto

Light in Weight but Heavy on the Quality

That's the reason housewives pick the

"NUGGET" BROOM

The "Nugget" is the first **good** light broom to be put on the market. Heretofore brooms of good, lasting quality have only been made in the heavier weights.

The "Nugget" is made of the very best corn, free from stems and seeds, and warranted not to come out or turn over at the tip. Handle is golden yellow and the whole broom is handsomely finished and sewn with four rows of yellow stitching. Each bears the "Nugget" trade-mark and comes in an individual wrapper.

For prices, etc., write

Stevens - Hepner Company, Ltd.
Port Elgin, - Ontario

The "Nugget" broom is only one of the famous Keystone Brand Brooms and Brushes.

COW BRAND BAKING SODA

Right—Always right

It has never been anything else since we first turned out the goods in 1846. Its absolute purity, full strength and reliability make it always in demand by careful cooks.

COW BRAND BAKING SODA

is the best for satisfaction and profit—as such you should never fail to recommend it.

Get it from your jobber.

CHURCH & DWIGHT

Manufacturers LIMITED

MONTREAL

BLACK JACK

QUICK CLEAN HANDY

¼-lb. tins—
3 doz. in case

TRY IT

SOLD BY ALL JOBBERS

BUY

STARBRAND

"Made in Canada"

Cotton Clothes Lines and Cotton Twine

Cotton Lines are as cheap as Sisal or Manila and much better

FOR SALE BY ALL WHOLESALE DEALERS

See that you get them

A condensed ad. in this paper will bring results from all parts of Canada : : : :

TEA LEAD

(Best Incorrodible)

Buy "PRIDE OF THE ISLAND" Brand

as extensively used for years past by most of the leading packers of Tea in Canada.

ISLAND LEAD MILLS Ltd.

Tel. Address: "Laminated," London. LIMEHOUSE
A.B.C. Codes used, 4th & 5th Editions. LONDON, E., Eng.

Canadian Agents: HUGH LAMBE & CO., TORONTO
J. HUNTER WHITE, ST. JOHN, N.B.
CECIL T. GORDON, MONTREAL

Your Last Chance

To watch the Postman for a Watch

Yes Sir; this is your last chance; for this Special Offer won't appear again.

The goods we offer are Quality Products, guaranteed by us, and billed at our regular list price. **The Watch** has a high-grade eleven-jeweled movement, guaranteed for one year. Enclosed in a neat Gun Metal Hunting Case, it is dust-proof, and will give you entire satisfaction.

Give your order this week for five cases (assorted or of one kind) of the following brands. Learn about the High Standard of the Goods we sell, at rock-bottom prices, and the real worth of our premium Offers:

GROUP No. 4

MINERAL WATERS FROM BASSIN DE VICHY—

Source Admirable, 50 Bottles	$5.50
Source Efficace, 50 Bottles	6.00
Source Neptune, 50 Bottles	7.00
Source Sans Rivale, 50 Bottles	8.00

LEMONADE FROM BASSIN DE VICHY—

"La Savoureuse," 50 Bottles	$8.00

TOURNEL & FLEURY—FRENCH LIQUORS—

Full Assortment, c/s of 12 Quarts	$8.50
Full Assortment, c/s of 24 Pints	9.50

MILLER'S MALT EXTRACT—MILWAUKEE

Barrel of 8 doz. Good for 2 c/s	$16.20

MILLER'S HIGH LIFE LAGER—

Barrel of 10 doz. Good for 2 c/s	$15.00

BELFAST MINERAL WATER CO.—

Ginger Ale, c/s 6 doz. Pints, doz.	$1.15
Splits, doz.	.95
Club Soda, c/s 6 doz. Pints, doz.	1.00
Kola Tonic, Splits, doz.	.90

P. GARNIER'S SUPERIOR FRENCH LIQUORS—

Sirop de Grenadine, 12 Quarts, c/s	$ 8.50
Creme de Menthe, green or white, c/s	13.00
Blackberry Brandy, 12 Bottles, c/s	13.00

"BACCHUS" APPETIZER—

"The Best," c/s 12 Bottles, Litre	$ 9.00

"BANYULS" WINE—

Natural Tonic, c/s 12 Bottles	$10.00

TERMS: Net 30 days. Freight prepaid to all points west of Quebec, and east of Toronto. Allowance to these points on orders going farther.

Remember this offer is good for this week only. Make up your order now, and **Watch the Postman for the best Watch** ever given as premium to the grocers of Canada.

FILL OUT AND SEND COUPON NOW!

LAPORTE, MARTIN, LIMITÉE

584 Rue St-Paul **Tel. Main 3766** **Montreal**

Fill in coupon with your order—tear off and mail to us. YOU WILL RECEIVE THE WATCH BY RETURN MAIL.

Messrs. Laporte, Martin, Limitee, 584 St. Paul, Montreal.

Please fill my order for the following goods in accordance with your offer:

.....

.....

.....

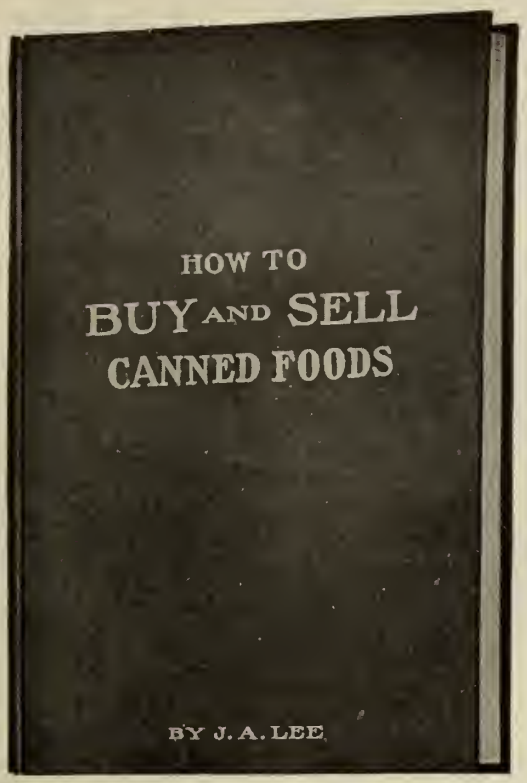
.....

.....

.....

Name ..... Address.....

N.B.—Specify whether a Lady's or Gentleman's watch is wanted.



A Practical Text-Book of the Canning Trade

it was written by a practical man for practical men and intended to help all distributors of canned foods.

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Origin and History of Canned Foods.
How to Regulate Stocks and Purchases.
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Selling Points Applied to Canned Foods.
A Model Business Organization.
Advantages and Disadvantages of Private Labels.
Advantages and Disadvantages of Packers' Labels.
Window and Counter Displays; Illustrated.
Hard Work and Hard Play.
Established Standards of Quality; for Corn, Peas, Tomatoes and other articles. Also standard sizes and kinds of cans used.

How to Buy, Grade and Sell Canned Apples, Asparagus, Beets, Blackberries, Blueberries, Cherries, Clams, Corn, Crabs, Gooseberries, Hominy, Kraut, Lima Beans, Lobster, Meats, Milk, Okra, Oysters, Peaches, Pears, Peas, Pineapple, Plums, Pork and Beans, Pumpkin, Raspberries, Red Kidney Beans, Salmon, Sardines, Spinach, Squash, Strawberries, Stringless Beans, Succotash, Sweet Potatoes.

This book contains more than 200 pages, is handsomely bound in cloth, printed in neat, clear type, on eggshell finish paper, completely indexed and well illustrated. Price $2.15 per copy, postage paid.

The MacLean Publishing Co., Limited
Book Department
143-153 University Ave. TORONTO

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A Straight Talk from the Manager

Are You in Control?

DO you control your business, or does your business control you? Just think that question over a few minutes, because on its answer depends not only your success but your comfort during business hours and after.

To control your business you must know what you want to do and how you are going about it. To do this you have to plan out your work and then work out your plan. This is a man's job. It requires hard concentration of thought and action, but gives you the satisfaction of seeing things take shape under your direction and in accordance with your wishes rather than just happen, and it is worth the effort. Think for a moment of the poor devils you know who just podder along, taking what comes to them, without caring to inquire how or why. They have their worries just as much as the man who plans, but the tragedy of it is their worries are over things that have already happened and are beyond remedy.

Canadian Grocer is published for the man who plans or wants to plan. Every page—editorial, markets, advertising—contains information or suggestions for the man who plans.

THE MANAGER.

When our persistent advertising of

CHASE & SANBORN'S COFFEE

brings you an order which you do not fill, three people are disappointed:

1. The consumer.
2. You.
3. Ourselves.

Let's get together.

Chase & Sanborn, - Montreal

HIGH-GRADE COFFEES

Dr. Cassell's Tablets Will Do Wonders to Straighten Up Your Customers' Disordered Nerves and Build Up a Profitable Business for You

"Nerves" is a common ailment these days, but there is a reliable remedy in Dr. Cassell's which will prove a great blessing to numbers of your customers.

Give them a prominent display space on your counter, attract attention, make sales, and 50 per cent. profit for yourself.

Dr. Cassell's has a 30 years' record of merit in the "Old Country"—Now we want Canada to know of their sterling merits—therefore our $60,000 newspaper publicity campaign.

Send a small trial order. Get it on display and prove its selling qualities for yourself.

Dr. Cassell's Medicine Co., Ltd., Manchester, Eng.

Agents for Canada: Harold F. Ritchie Co., Limited, 10-14 McCaul St., Toronto

EVER hear of a ten pound butter dish or food tray? Nobody ever had until the Riteshape line was introduced to the trade. Now thousands of top-notch retailers in America use 10 pound Riteshapes and get a great deal of satisfaction from the service this splendid big dish gives them.

A 10 pound butter dish is impossible except where the finest of material is used and the most careful processes of manufacture employed. This will explain to you why few butter dish lines ever get above the 3 pound size. The common butter dish won't carry much more than 3 pounds and get there with the contents.

The 10 pound Riteshape dish is largely used for display purposes. Fruits, oysters, shell fish, new vegetables, cakes, pastry, roasts, large orders of chopped or sliced meats, a quantity of any food is dispensed most attractively and efficiently in this handsome big container. It takes the place of metal or earthen trays on the counter. It is better than a market basket for the shopper who carries his order home with him. Try a few of these ten pounders. Remember the Riteshape line.

Genuine Sugar Maple

½ to 10

THE BIG LINE THE BEST LINE

Stocks now in all parts of Canada. Ask your jobber or drop a line to

THE OVAL WOOD DISH COMPANY

DELTA, OHIO, U.S.A.

FEATURING SUMMER DESSERTS

CANADIAN GROCER

Only Weekly Grocery Paper Published in Canada

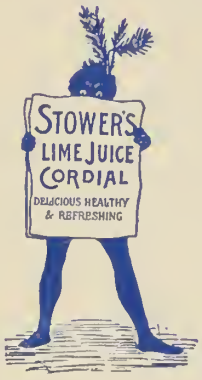
THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. XXX PUBLICATION OFFICE: TORONTO, JUNE 18, 1915 No. 25

ENGLAND'S "MAKING GOOD"-BLUE
DO you know that OCEAN BLUE is, and always has been, made in England? Can you say that of *all* the Blue in your Store?
In this time of stress it is up to *you* to see that you are patriotic in all your purchases and that none of *your* money goes into the pockets of the enemy—however indirectly.
We have been making OCEAN BLUE for nearly 50 years in Hull, England, and all that time have been learning how to "do it better" "OCEAN" is the QUALITY blue—advertised and selling to-day across Canada from coast to coast.
HARGREAVES BROS. & CO. Ltd. Ocean Works & Gipsyville, Hull, England.
Represented in Canada by
HARGREAVES (CANADA), LIMITED,
33, Front Street E., Toronto.
OCEAN BLUE
"BRITISH—AND SUPREME"

The most beneficial of all Summer Drinks

STOWER'S
Lime Juice Cordial



not only serves as a cooling and refreshing beverage, but it keeps the blood and digestive organs in excellent condition.

Most everyone prefers Stower's Lime Juice Cordial and it is also supplied to His Majesty the King, and the British House of Commons.

Prepared from the freshly squeezed juice of the Lime Fruit with every impurity carefully removed. It will not ferment and is sweetened with the best refined sugar.

Right now there is a growing need for Stower's in your locality.

Get your nearest wholesaler to supply you to-day

The Fish You Sell Most Of

THISTLE BRAND

Canned Haddies
Kippered Herring
Flaked Fish

Caught in the famous Nova Scotian fishing beds. Only the choicest and best fish are selected for Thistle Brand. Cured and boxed a few hours after coming from the sea. Thistle Brand Fish reach the table wholesome and appetizing.

The housewife's appreciation of Thistle Brand is evidenced in the heavy sales you will experience the year through. Handle the fish you'll sell most of—push Thistle Brand now. Get your wholesaler to supply you to-day.

Arthur P. Tippet & Co., *Agents*, Montreal

Lantic Sugar

THE SUGAR OF EXTRA SWEETNESS

Such a Rush of Orders!

Frankly, the Grocers seem as eager as their customers to try LANTIC SUGAR.

They are sending in orders in a way that is gratifying to our advertising, and most promising for future business.

We are not worrying about "repeats" — and you grocers need not.

For a woman, who once tries LANTIC SUGAR — with its extra sweetness and diamond-like sparkle—is never going back to ordinary sugar again, especially when LANTIC SUGAR costs no more.

You have won her trade for good, with the first bag or carton. She knows that LANTIC SUGAR is pure cane sugar at its purest and best. She has confidence in it—and confidence in the store that sells such sugar of guaranteed quality.

Now That Preserving Time Is Here

your sales of LANTIC SUGAR will steadily increase.

Are you well stocked with 10, 20 and 100-pound bags, as well as the 2 and 5-pound cartons?

Feature them all whenever you make a window display of preserving helps.

Atlantic Sugar Refineries
Limited
Montreal and St. John, N.B.

"BORDO" Chocolates

are now put up in a new sealed package to retail at **10c**

This package is without doubt the most attractive ever placed on the market, and is in keeping with the unbeatable "Bordo" quality. The attractiveness of the package is an incentive to buy, but it's the contents that bring customers back for more. The final touch to Bordo is the unique flavor. Just enough, just the right tone makes it complete.

"Bordo" is "Bordo," and unless this name is on every piece it is not the original.

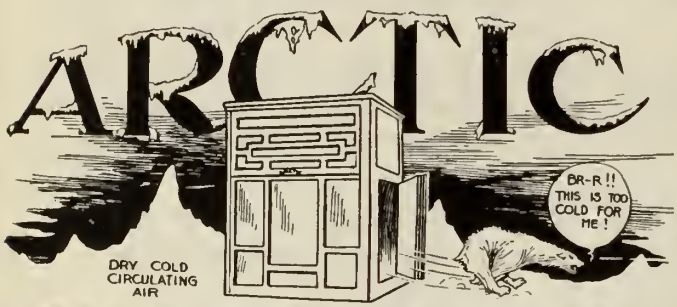
This is a superior package line of merit, and is made high grade to draw fine trade.

"The name is on every piece."

The Montreal Biscuit Co.

"THE ORIGINATORS"

MONTREAL CANADA



Step into the Arctic

Butchers' Case No. H

and see what a cold reception you'll get—not the damp cold so often found in refrigerators, but the dry circulating cold that—chills right through and through.

This dry cold circulating air of the **Arctic** removes all foreign odors and preserves Meats and Produce. The front case enables you to display your goods attractively.

We have a catalog that tells all about **Arctic** Refrigerators.

Write for Catalog.

John Hillock & Co., Limited

Makers of High-Grade Refrigerators and Fish Cases

TORONTO

More Than Ever in a Class by Itself

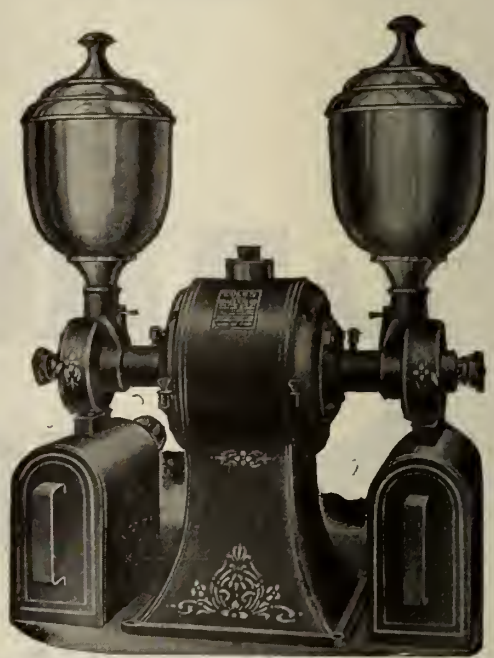
One of our 12 new models.

Wouldn't it be a good idea then to look into the Coles?

It ranks with the best and meets your price.

26 models of electric machines.

Makers of Hand Coffee Mills for twenty-five years.



COLES MANUFACTURING CO.

1615 North 23rd St. PHILA., PA.

AGENTS: Chase & Sanborn, Montreal; The Codville Co., Winnipeg; Todhunter, Mitchell & Co., Toronto; James Turner & Co., Hamilton, Ontario; Kelly, Douglas & Co., Vancouver, B.C.; L. T. Mewburn & Co., Calgary, Alta.

The children like E. D. S. Grape Juice

It's not surprising that the delicious flavor of the Winona Concords "gets to" the little palates the same as to their elders!

Mothers should see that the little tots get more

E.D.S. Grape Juice

and you, Mr. Grocer, should do your share by seeing that every grocery order has its bottle or two of this healthful beverage.

Sell E. D. S. Grape Juice by the dozen bottles.

Remember that E.D.S. Grape Juice is made from the finest flavored Concords of the world—from Winona.

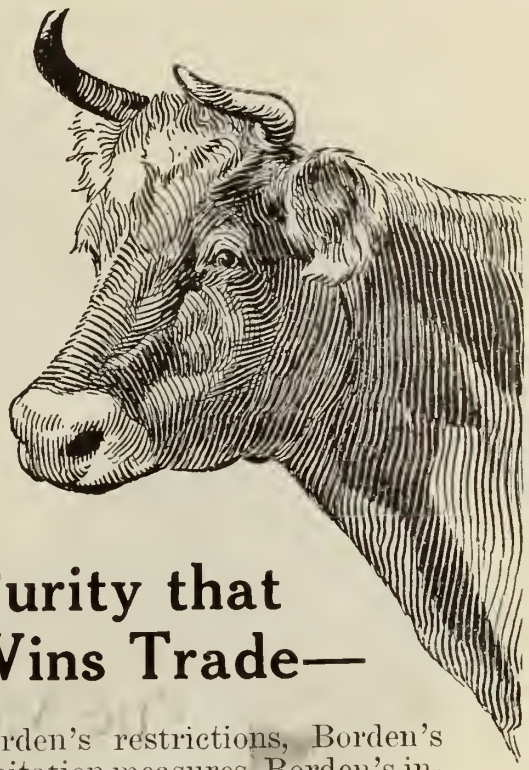
Keep up your stock—show it in your displays. We supply advertising cards.

E. D. Smith & Son, Limited

WINONA, ONT.

Agents:

NEWTON A. HILL, Toronto; W. H. DUNN, Montreal; MASON & HICKEY, Winnipeg; R. B. COLWELL, Halifax, N.S.: A. P. ARMSTRONG, Sydney, N.S.



Purity that Wins Trade—

Borden's restrictions, Borden's sanitation measures, Borden's inspection, have given to Borden Milk Products a Purity that ensures their general use and continued popularity.

No milk that could not come up to the Borden Standard could hope to win the appreciation of three generations of mothers and physicians.

Borden Milk Co., Limited

"Leaders of Quality"

MONTREAL

Branch Office: No. 2 Arcade Building

Vancouver, B.C.

BORDEN MILK CO. LIMITED
EAGLE BRAND
Trade Mark of BORDEN MILK COMPANY LIMITED
GAIL BORDEN
EAGLE BRAND
by which their PRESERVED MILK will hereafter be designated and for additional protection against imposition each Label will bear the signature.
Gail Borden
BORDEN MILK COMPANY LIMITED
MONTREAL, CANADA.

The Original and Leading Brand Since 1857

Chats with Old Bob

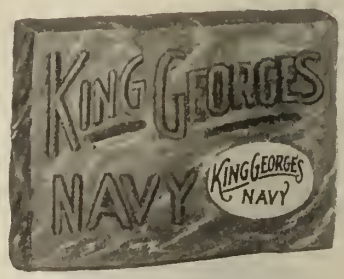
(Canada's 105-year-old Pioneer)

"Why don't you sit down and take a rest sometimes, lad? You'll wear yourself out 'fore your time. If you'd sit down and read and 'ave a good chew of tobacco as I do, you'd live a lot longer. Y'know I never hurry and never worry; what's the good? You don't gain anything or change things any."

"Talking about tobacco, lad—I don't think tobacco in moderation ever hurt any man, and I've chewed the weed for nigh onto eighty years. I've as good eyesight and digestion yet as most young fellows."

"Wish you'd drop into the corner grocery and get me a plug of 'King George Navy' next time you're down town. Y'know, I like that tobacco. It makes the best chew yet—and the grocer always has it. I like the flavor."

"Good-bye, lad, but don't ferget that it's 'King George' I want."



Rock City Tobacco Co., Ltd.

Quebec and Winnipeg

GOLD DUST

From house to house throughout the land GOLD DUST is the best known cleanser. Best known to the housewife because of its cleansing powers; best known to Grocers because most often asked for. Back of its wonderful popularity and steady sale is steady advertising that keeps the name and fame of GOLD DUST always before the consumer. Direct the demand thus created to your store by special window and shelf displays of GOLD DUST.

THE N.K. FAIRBANK COMPANY LIMITED

Grocers' Delivery Wagons

OUR SPECIALTY

Direct to You— From the Factory

Write for Catalogue — or quotation on your special design.

BROCKVILLE BUGGY BUILDERS FOR 50 YEARS.

The Canada Carriage Co. - Brockville, Ontario

Carr & Co.'s Carlisle Biscuits

have their own distinct following. People who know good biscuits, use good biscuits, demand good biscuits, are the people who buy **Carr's Biscuits.**

The mere "say so" that you handle Carr's Biscuits puts you into the front rank of a quality salesman.

For Prices, etc., Write To-day

CARR & CO. CARLISLE ENGLAND

AGENTS—Wm. H. Dunn, Limited, Montreal; Dunn-Hortop, Limited, Toronto; Hamblin & Brereton, Limited, Winnipeg, Man., and Vancouver, B.C.; T. A. MacNab & Co., St. John's, Newfoundland.

Only a jam as choice as Furnivall's could win the broad popularity Furnivall's enjoys—and hold it. There is a steady stream of sales for you in

Furnivall's FINE FRUIT PURE JAM

Make sure you get Furnivall's to-day.

Furnivall-New, Limited, Hamilton, Ont.

Agents:—Halifax, N.S., B. C. Woodworth, 533 Robie St.; St. John, N.B., W. W. Chase, 79 Paradise Row; Montreal, W. S. Silcock; Ontario agents—MacLaren Imperial Cheese Co., Limited, Toronto; Winnipeg, H. P. Pennock & Co., Ltd.; Edmonton, Alta., Central Brokerage Co.; Calgary, Jackson's, Ltd.; Hamilton, Ont., Grocers' Specialty Co.; Sydney, N.S., A. E. Shepherd.

ROBINSON'S

Of BRISTOL, ENGLAND

TEA

Parchment lined Bags, lithographed on all four sides—reproducing your label if you wish, or furnishing a new design. The perfect container for Tea. Sizes mostly in demand are ½ lb., 1 lb., 3 lb., 5 lb. and 10 lb.

COFFEE

Bags of similar make and finish, to those described above, for packing Whole or Ground Coffee.

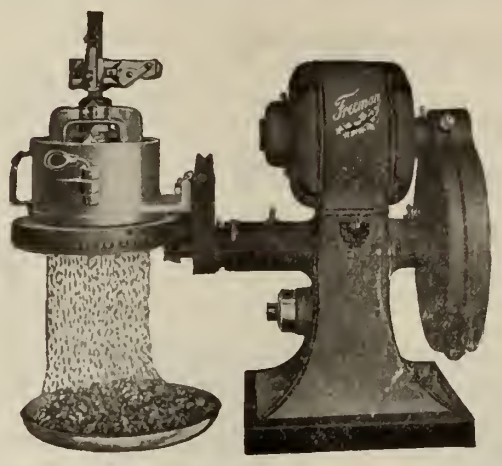
You

should get samples and quotations from

J. W. PINKHAM

73 Boustead Ave. Toronto, Canada

Freeman's Electrical



Driven Meat Chopper Bone Grinder and Coffee Mill

The above is our Bone Grinding attachment, attached to one of our No. 40. We have meat cutting attachments and coffee grinding attachments for the above. They are fully guaranteed in every way. Send for catalogue which gives full particulars, prices and terms.

The W. A. Freeman Co., Limited

Hamilton, Canada

Century SALT

is pure, clean salt.

To build a business honestly you must sell purity in food products. Century Salt, from one year end to the other, is exactly the same, always pure white crystals, refined with the greatest care. Excellent for table, cooking or dairy—you can satisfy every customer with Century Salt.

The DOMINION SALT CO., Limited

SARNIA, ONT.

A Proper Line for Grocers

Sold only in sealed and wrapped tins. It belongs to the Grocery Trade, along with soap, ammonia and lye. A universal insecticide. Poisonous only to insect life. Harmless to human or animal life. Every household needs it in the pantry, kitchen, bedroom or clothes closet.

Made by **Thomas Keating, London, Eng.**

Established 1788

Sole Agents in Canada **Harold F. Ritchie Company, Limited** 10-12-1 McCaul St. Toronto

Turn back
to
page
1
of cover

"SOVEREIGN" SALMON

FINEST BRITISH COLUMBIA SOCKEYE

QUALITY IS OUR FIRST CONSIDERATION

PACKED BY
THE ANGLO BRITISH COLUMBIA PACKING CO.
LIMITED
VANCOUVER, B.C.

Indian Chief Brand CLAMS

POCOLOGAN FRESH CLAMS
TRADE MARK
Indian Chief Brand
CHIEF POCOLOGAN
POCOLOGAN KNEW A GOOD THING 300 YEARS AGO
SO DO YOU — TRY THEM
DIRECTIONS TO MAKE A STEW ADD ONE PINT GOOD MILK, A PIECE OF BUTTER SIZE OF WALNUT A HANDFUL SMALL CRACKER OR STALE BREAD CRUMBS — HEAT TO A SIMMER

Always insist on getting this brand, because they are the very best clams on the market. They are always fresh and good because they are canned the same day they are taken from the clam beds, and put up in the most sanitary manner.

Just what the Restaurant Trade are looking for

Your Jobber will Supply You

Shaw & Ellis, Pocologan, N.B.

AGENTS:
Montreal, R. B. Hall & Son — Ottawa, William Forbes
Quebec, A. Francois Turcotte — Winnipeg, George Adam & Co.

Continental Quality

has never been questioned.
If you have satisfied yourself that

Continental Grocery Bags

have no superior in any feature, consider the prices which are no higher than are usually asked for bags of inferior quality and make.

Samples on request.

The Continental Bag & Paper Co., Limited

Manufacturers — **OTTAWA**

Branches: Montreal and Toronto
Agencies throughout Canada

Your chance for larger profits lies in *Bulk Teas*

—and it's more than a fighting chance too, for bulk teas cost less than packaged, and by careful handling can be made to produce actual net profits far in excess.

Then there's an added advantage in creating an individuality for your tea department — associating your name with expert tea blending and better quality.

We sell the

Finest Black Teas

CEYLONS
INDIANS

all grades of Broken Orange Pekoes to Pekoe Souchongs

Our stock is large and selected for Cup quality from the finest gardens in the world.

We will suit your trade and help you build a tea name for yourself.

Prompt and careful attention given to all mail enquiries for samples and price.

KEARNEY BROS., LIMITED

WHOLESALE TEA AND COFFEE MERCHANTS

33 St. Peter Street, Montreal

ESTABLISHED 1874

When You Buy Made-in-Canada Goods

Your principles are good, BUT
you must not overlook the fact
that your customers want

The Very Best Made in Canada

and that is

Clark's

Pork and Beans

Made from Canadian Products by a strictly Canadian Firm employing Canadian Labor and Capital, and enjoying The Canadian Demand.

W. CLARK Limited, MONTREAL

"Banner Brand" Jams and Jellies

"BANNER" BRAND JAMS are a food, Pure, Wholesome, Delicious and Nourishing, and can be served at a moment's notice.

Just The Thing for Picnic and Camping parties.

"BANNER" BRAND is the Best line in Jams and Jellies for the Grocer to recommend and handle—Satisfaction for the Customer—Profit for the Dealer.

You're safe in pushing

"BANNER" BRAND JAMS.

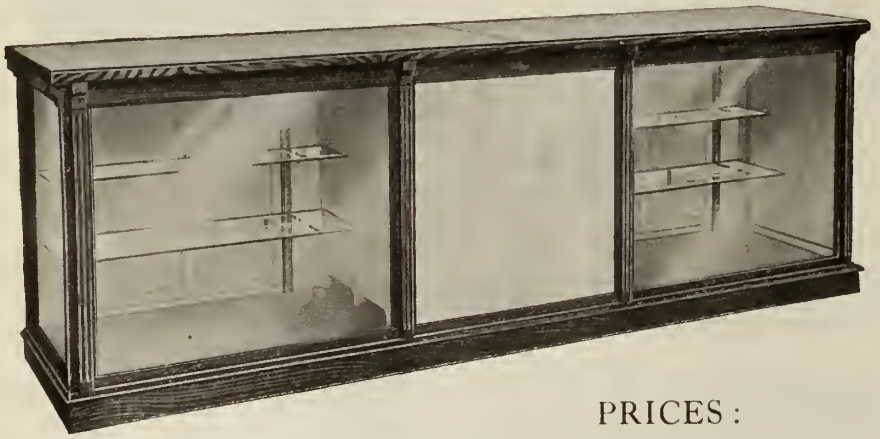
LINDNERS LIMITED

306 Ross Ave., WINNIPEG 340 Dufferin St, TORONTO

REPRESENTATIVES:

H. Whissell, 2928 Drolet St., Montreal; H. D. Marshall, Ottawa; W. L. McKenzie & Co., Edmonton and Regina; Jacksons, Limited, Calgary; H. E. Gross, Vancouver; R. S. McIndoe, Toronto.

MODERN STORE FIXTURES



Refrigerator Counter No. 9-0

Stock sizes 9′ and 11′

Opalite Top and Panel. Also furnished with marble or glass display top.

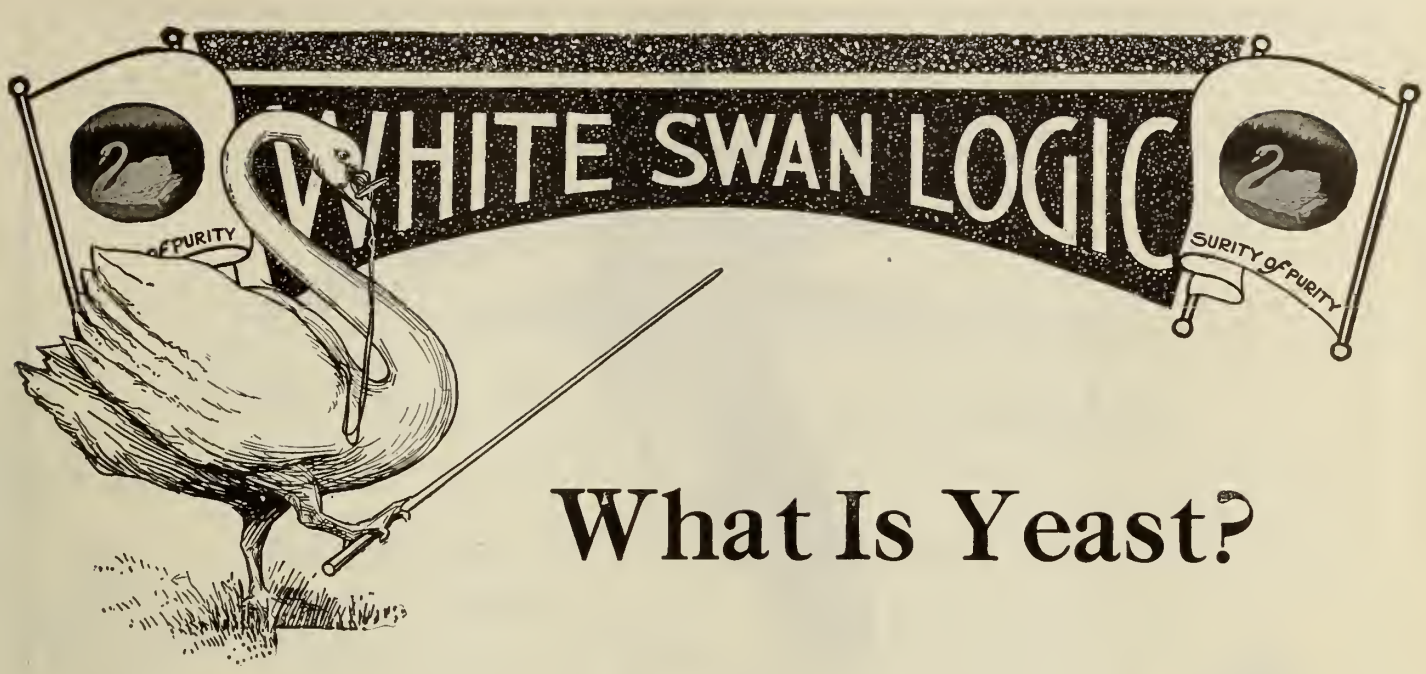
PRICES:

	9 Ft.	11 Ft.
Oak Top	$130.00	$160.00
Glass Top	135.00	165.00
Marble Top	145.00	175.00

STOCK ON HAND FOR PROMPT SHIPMENT

The Walker Bin & Store Fixture Co., Limited

BERLIN ONTARIO



What Is Yeast?

Yeast is used for making bread, but it is not a part of the bread we eat like flour, but is merely a leavening agent which causes the bread to rise, making it lighter and more digestible. It is manufactured from hops, malt and other ingredients which are chemically combined in producing the Yeast cells.

The process of manufacture is difficult and requires as well as highly skilled art most expensive plant and machinery.

After the brew is made it is mixed with the finest of Cornmeal as a filler. It is then moulded into small cakes and placed on racks to dry in a temperature of about 90 degrees Fahrenheit and left for about ten days. These cakes must be turned once every 24 hours.

Yeast is a growth like a plant and cornmeal's relation to the Yeast is much the same as earth's to a tree.

In the manufacture of a dry Yeast like White Swan animation must be suspended and this is accomplished in much the same way as a geranium that would be taken out of the ground in the fall, is dried and kept for the winter to be replanted in the spring.

The Yeast can be kept in this suspended dry state for several months and then brought back to life if properly handled.

As soon as the Yeast is revived the cells begin to grow and multiply, and it is this process that causes the dough to rise. It has been said that one strong, live Yeast cell will produce millions of smaller cells under proper conditions of growth.

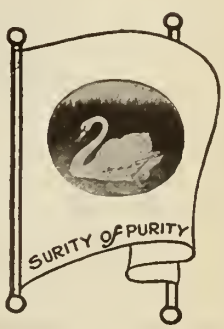
If dried Yeast is allowed to become too old it will not make bread, as instead of maintaining this life in a dormant state, it dies entirely and cannot be revived. That is why we are now plainly marking every package of White Swan with an expiry date, so that dealers and consumers both are protected against any failure in baking. The Yeast is guaranteed absolutely if used before this date.

White Swan Yeast Cakes are manufactured in the most modern and up-to-date plant in existence, where cleanliness is practised to the utmost degree. Not only is every batch thoroughly tested by an analytical chemist, but bread itself is actually made by a practical baker before a single case is allowed to leave the warehouse.

Order from your Jobber or direct

White Swan Spices & Cereals Ltd.

PEARL ST. **TORONTO, ONT.**



IF THE TONGUE IN THIS SHOE COULD SPEAK,
IT WOULD SAY

"NUGGET"

SHOE POLISH

FOR MINE

It softens and preserves the leather.

A large number of your customers say "NUGGET" when they buy shoe polish; more every day. Do not disappoint them. They won't take substitutes.

AGENCIES

NEW BRUNSWICK
C. A. Munro
St. John

NOVA SCOTIA
A. Fordham & Co.
Halifax

BRITISH COLUMBIA
J. Leckie Co.
Vancouver

QUEBEC
R. E. Boyd & Co.
Montreal

The "NUGGET" Polish Company, Limited

9, 11 and 13 Davenport Road TORONTO, ONT.

St. Lawrence Granulated

THE ALL PURE CANE SUGAR

Just the thing for Summer Desserts

BEE BRAND JELLY POWDERS

meet the need for cooling summer delicacies at half the ordinary cost. Consequently you can sell Bee Brand more often—your turnover is quicker and your margin of profit good. Push Bee Brand to-day. Write now.

FORBES & NADEAU, Montreal, Que.

Do Not Buy a Coffee Mill until

you investigate the ELGIN NATIONAL — after you investigate you will buy an ELGIN, the same as thousands of other Canadian merchants have during the past thirty years.

Ask your jobber to-day for a complete catalog—there is an ELGIN made to meet your particular requirements.

WOODRUFF & EDWARDS CO., Elgin, Ill., U.S.A.

LARGEST MAKERS IN THE WORLD

Tin Foil—all descriptions

Tea Lead—all gauges and sizes

Metal Bottle Capsules—any size, color or stamping

Collapsible Tubes—plain or colored

ALL BRITISH MADE

Send specification of your needs or samples of what you now use — stating qualities — We will give you BEST QUALITY — BEST DELIVERY — BEST PRICES

BETTS & COMPANY, LIMITED

Chief Office:—1 Wharf Road LONDON N., ENGLAND

Manufacturers' Agents and Brokers' Directory

The Canadian market is over three thousand miles long and extends from the peach belt to the Arctic Ocean. Manufacturers and merchants can not hope to cover this market satisfactorily or get the best out of their Canadian opportunities without the assistance of local agents. The following firms in all parts of Canada are prepared to act as agents for good lines. The service department of the Canadian Grocer is at the disposal of firms wanting agents or of agents wanting agencies.

ONTARIO.

HENRI DE LEEUW
28 Front St. E., Toronto.
IMPORTER-EXPORTER
FOODSTUFFS
Connections all over the world.

W. G. A. LAMBE & CO.
TORONTO
Established 1885
SUGARS FRUITS

W. H. Millman & Sons
Wholesale Grocery Brokers
Toronto, Ontario

Choice, faced peaches, 25's, on spot at a very low price.

W. G. PATRICK & CO.
Limited
Manufacturers' Agents and Importers
51-53 Wellington St. W., Toronto

STIRLING & YOUNG
General Brokers Phone Main 4331
27 Wellington St. E., TORONTO
Agents for the Sudbury Flour Mills Ltd., Sudbury
Reference : : : Bank of Montreal

WESTERN PROVINCES.

GEORGE E. MEASAM
COMMISSION MERCHANT
Agencies for confectionery lines solicited. My representatives canvass the retail trade every six weeks in the Country and every two weeks in the City. P. O. BOX 1721,
Edmonton, - - - - - Alberta.

H. P. PENNOCK & CO.,
Limited
Wholesale Grocery Brokers and Manufacturers' Agents.
WINNIPEG. REGINA.
We solicit accounts of large and progressive manufacturers wanting live representatives.

W. H. Escott Co.,
LIMITED
Wholesale
Grocery Brokers and
Manufacturers' Agents
Commission Merchants
WINNIPEG REGINA
CALGARY EDMONTON

WATSON & TRUESDALE
Wholesale Commission Brokers and Manufacturers' Agents.
120 Lombard Street
WINNIPEG - MAN.
Domestic and Foreign Agencies Solicited.

FRANK H. WILEY
Manufacturers' Agent
Groceries and Heavy Chemicals
Enquiries solicited for shipment from Spot stock Winnipeg or for Import.
757-759 Henry Avenue, Winnipeg

RUTTAN, ALDERSON & LOUND
LIMITED
COMMISSION BROKERS
Representing Canadian and British Houses
Agencies Solicited.
WINNIPEG, - MAN.

BRITISH COLUMBIA.

The Campbell Brokerage Co.
Manufacturers' Agents and Commission Brokers.
We have our own warehouse and trackage. Shipments stored and distributed. Can give special attention to a few good agencies.
857 Beatty Street - -Vancouver, B.C.

NEWFOUNDLAND.

T. A. MACNAB & CO.
ST. JOHN'S - NEWFOUNDLAND
MANUFACTURERS' AGENTS
and COMMISSION MERCHANTS
Importers and exporters. Prompt and careful attention to all business. Highest Canadian and foreign references. Cable address: "Macnab," St. John's. Codes: A, B, C, 5th edition and private.

QUEBEC.

W. J. McAULEY
Commission Broker
Flour, Feed, Grains, Potatoes.
We are open for a good agency in foodstuff line, calling on the retail trade.
522 Board of Trade Bldg., Montreal

Safe Investments

The Financial Post of Canada is the recognized authority on Canadian investments.

Each week it gives much exclusive information respecting Canadian companies; also reliable news on bond and stock issues, mining and real estate conditions.

The INVESTOR'S INFORMATION BUREAU is maintained free to subscribers and answers by letter all inquiries about investments. Write for sample copy and our subscription offer.

The Financial Post of Canada
Toronto
"The Canadian Newspaper for Investors"

Want Ads.

If you want a buyer for your business, or have a situation to fill or want a situation, send us a Condensed Advertisement. There is someone who is looking for a proposition such as yours. For two cents a word you can speak across the continent with a condensed advertisement in this paper.

Try it out.

AN UNDISPUTED FACT

¶ As a repast is judged by the quality of the tea or coffee served, so is your store judged upon the quality of tea and coffee you sell. You can have no better praise among your customers than that of handling "The best tea or coffee I ever used."

¶ Therefore it behooves every merchant to give this most important Department special thought, and make sure that your Teas and Coffees are such that they advertise your business generally. **We can sincerely recommend**

"Melagama"

for your trade, as a brand that will prove to your entire satisfaction. We guarantee the sale. We would be pleased to have an assorted order —we prepay the freight.

MINTO BROS., Limited, TORONTO

True Vanilla

is 50% stronger than the Government standard requires. Every bottle bears our guarantee.

A Customer Satisfied is a Customer Gained

Every grocer knows, too, how hard it is to please customers who know good extracts. Ask a grocer who handles Shirriff's extracts and he will tell you that his customers are satisfied. In many cases regular, profitable customers have resulted from an initial sale of

Shirriff's True Vanilla

We have made and sold our True Vanilla in Canada for over thirty years and thousands of discriminating housewives and successful cooks testify to its strength and goodness. It is a "pure food" extract that grocers might well be proud to recommend to their customers.

Would you like us to send you a bottle free to try in your own home? We will gladly do so if you will send us your name and address.

Imperial Extract Co., Toronto

Tartan BRAND
THE SIGN OF PURITY

We have secured before the advance a very large import of famous

Phulcherra Garden Teas

These are recognized the highest type of Indian Tea, and we are offering this tea 5c. lb. below the present cost of importation. See our travellers or write for samples.

BALFOUR, SMYE & CO., Wholesale Grocers **HAMILTON**

'Phones, 3596, 3597, 3598, 4656; Night 'Phone, 1807.

WINNING THE BUYER'S FAVOR

THE best possible buyer is not made an actual buyer at a single step. It is one thing to win the buyer's favor for an article and another to make adjustments incident to closing the sale. Winning the buyer's favor is the work of trade paper advertising. Under ordinary conditions it should not be expected to do more.

Sanitary Cans

"The Can of Quality"

Fruits, Vegetables,
Baked Beans, Soups,
Meats and Milk.

Sanitary Can Company
LIMITED
NIAGARA FALLS, ONTARIO

Tea In Russia

Since the commencement of the war, Russia has become a great temperance country. Consequently the increase in the consumption of tea has been enormous. This increased Russian demand is mainly responsible for the rise in price of tea.

Russia recognizes that tea is the most delicious temperance beverage. And if patrons of Red Rose Tea could give the Russians a pointer, they would tell them that a tea comprised largely of Assam Indian tea has a richness of flavor, strength and economy that no straight Ceylon tea can equal.

It's this INDIAN QUALITY of Red Rose Tea that makes old patrons stay so true and that wins a host of new friends every year.

T. H. ESTABROOKS CO., Limited, St. John, Toronto, Montreal, Winnipeg, Calgary

Three generations of Canadian women have used "Silver Gloss" for all home laundry work.

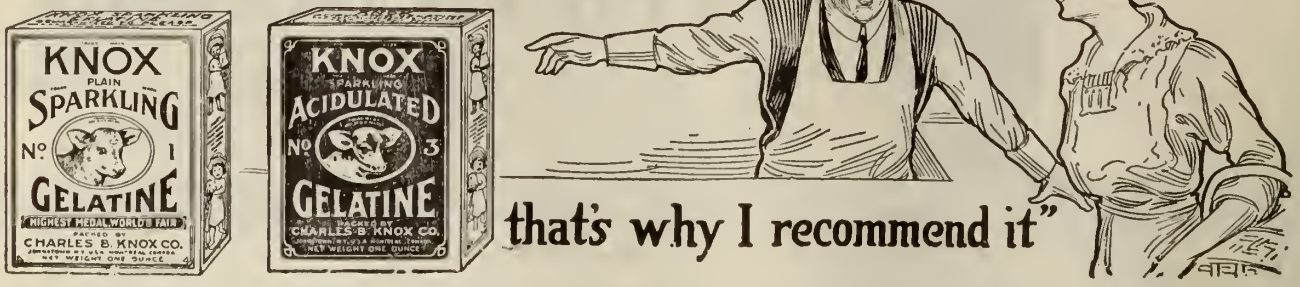
Three generations of Canadian grocers have sold "Silver Gloss" in preference to all others.

Silver Gloss
Laundry Starch

For more than half a century, Canada's favorite laundry starch.

The Canada Starch Co.
LIMITED
Head Office: **Montreal**

"I prefer KNOX GELATINE myself-



that's why I recommend it"

Many a grocer recommends KNOX GELATINE to his customers because he has eaten it himself and found it most satisfactory. In fact, KNOX GELATINE is the biggest selling and most popular gelatine on the market and that means *most people* have found it the most satisfactory. The gelatine that pleases the greatest number of people in general will also please the greatest number of *your own customers.* It will pay you to "Make Knox Your Gelatine Leader," not only pay you in *number of sales,* but also pay you in the splendid profit you make on *every sale.*

CHARLES B. KNOX COMPANY - - - Johnstown, N.Y.

Branch Factory:—Montreal, Canada

PURITY FLOUR

More Bread and Better Bread

TYPICAL COMPANY ELEVATOR

PURITY FLOUR Talk No. 9

To the Proprietor and his Assistants

A 3-CORNERED DEAL

When YOU please the housewife you build up trade for YOUR STORE.

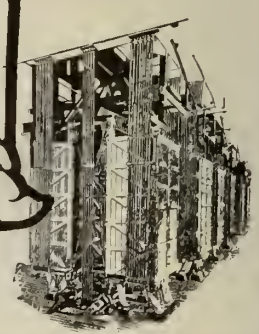
When we please the housewife we build up trade for YOUR store as well as for ourselves.

The housewife is the court of last resort. If she likes and continues to like a product that we make and you sell, ALL of us derive a profit.

PURITY FLOUR has back of it the very best of raw material, superior milling facilities, and the DESIRE to manufacture an honest product.

The trade-name and the trade-mark of PURITY FLOUR have become synonymous with Canada's standard flour. Why not sell PURITY? It is guaranteed to be better than "the other kind."

THE SIFTERS



Main Offices: Winnipeg, Toronto, Victoria

WESTERN CANADA FLOUR MILLS CO., LTD.

MILLERS TO THE PEOPLE

It's the Flavour! Flavour!! Flavour!!!

"High-grown" tea is not sufficient guarantee that it is good enough for "SALADA." Selection must be carefully made of the finest and most suitable leaf from these hill-top gardens to produce that unique and unequalled flavour that we have consistently served the public for the past 23 years. Everyone knows that a critical selection of the finest teas must obviously cost more than the ordinary tea often sold at the same price as "SALADA"; it also follows that when the cost of all teas rises, the fine qualities will rise in even greater proportion. With us, therefore, it is Hobson's Choice if we want to stay in business. We must raise prices to meet costs when necessary, for to meet the markets by reducing quality would mean the loss of that unique flavour so appreciated by the public for the past quarter-century.

"SALADA"

TORONTO MONTREAL

ROYAL SALAD DRESSING

Recommend ROYAL—it will please your most particular customer. When you dress your window with Spring and Summer specialties put in a few bottles of ROYAL SALAD DRESSING.

Made in Canada for Canadian trade.

Made only by

The Horton-Cato Mfg. Co.

WINDSOR, ONT.

This Summer will be a Scorcher

Every indication goes to show when the warm weather does come it will be a scorching season.

The grocer with a Eureka Refrigerator never need worry about the heat wave.

The improved scientific principles of pure dry air refrigeration of the Eureka makes spoilage impossible, and the refrigerator itself provides an excellent means for displaying perishable goods.

Why run the risk of considerable loss through spoilage and dissatisfied customers, when a Eureka will easily prevent it and pay for itself in a few months?

For nearly thirty years the leading Butchers and Grocers in all parts of the Dominion have been using them with the best of satisfaction. Surely it's a safe investment for you.

Catalogue and prices gladly sent on request.

Eureka Refrigerator Company

31 Brock Ave. **Limited** **TORONTO**

BARLEY *is* BARLEY

But Robinson's "Patent" Barley is Something More—

For nearly a century it has been recognized as the best food for infants.

There is a constantly increasing demand for Robinson's "Patent" Barley.

If you don't sell it, your competitor will. So it is up to you to stock it now.

Agents for the Dominion of Canada:

MAGOR, SON & CO., LIMITED

191 ST. PAUL ST. WEST, MONTREAL 30 CHURCH ST., TORONTO

MATCHES MATCHES

MR. GROCER:—Our goods will shortly be on the Market, and will surprise you in many ways.

Do not overstock now, there is a reason.

Yours respectfully,

The Rathbun Match Co., Limited

DESERONTO, ONTARIO

CANADIAN GROCER

VOL. XXIX TORONTO, JUNE 18, 1915 No. 25

Splendid Summer Dessert Campaign

The Result of an Idea—Such Lines as Jelly Powder, Rice, Corn Starch, Gelatine, Junket Tablets and Tapioca Got Behind With The Store's Selling Power—How the Window Was Trimmed—A Demonstration Table With Samples of Finished Product.

Written by J. R. MANTLE for Canadian Grocer.

Fourth of The Mantle Series.

"IT is really very interesting," remarked a retail dealer to me the other day, "how small circumstances—that is which are apparently small—will give one an idea worth a good many dollars."

Every aggressive retailer will realize the force of this statement. There are of course men in the trade who are not looking for new ideas, and who are simply traveling along with the current and handing out the goods that are enquired for from day to day. New ideas no doubt stare these men in the face very often, but they are never observed. It is the man who is always looking to capitalize an occurrence, a remark or an item of news to good account who really gets the business worth while.

The retailer quoted in the opening sentence of this article is in a thriving Western Canadian town. He went on to say: "One hot day a couple of weeks ago, my wife was speaking to me over the phone with reference to some some matters and before the conclusion of the conversation expressed disapproval of the exceedingly hot weather. 'I really don't know what to have for dinner to-night,' she said, 'as it is almost too warm to do much cooking over a hot stove.'

"I suggested that I bring home some cold meat and of course the suggestion was very acceptable as far as it went. Then she brought up the matter of dessert. 'How would you like some jelly,' she asked, 'instead of pie to-night. I have a few packages of jelly powder on hand and this morning made jelly and put it into the refrigerator to have it ready when required. It is just lovely now and would save me baking.' The suggestion of course met with my approval.

An Idea Worth While.

"On my way home that evening I thought over the circumstance and came to the conclusion that here would be a splendid opportunity to put on a selling campaign of summer desserts. So I spoke to the boys next day and they were enthusiastic over it."

It was just at the close of this campaign that I happened to be in this particular store. It gave me a splendid opportunity to go into the details of the plan which this grocer and his salesmen had made and there are many features about it, which will be valuable to our readers.

The head salesman in the first place was delegated to make a list of all summer desserts which were kept in stock and the remainder of the staff were asked to supplement this with any others. The list included such lines as jelly powder, chocolate puddings, corn starch, junket tablets, rice, tapioca, etc. Three big features of the campaign were a window display at the front, a demonstration table inside, and a newspaper advertisement. Corn starch of course is made into many different dishes, and jelly powder can be similarly treated by using various flavors and colors, different moulds with fruit and nut decoration. The proprietor got the folks at home to make

Delicious Hot Weather Desserts

THERE is nothing to be gained cooking over a hot stove during the warm weather when you can prepare so many tasty, wholesome and delicious desserts with little fire and the minimum of trouble—desserts that make the table look prettier and that will be appreciated by every member of the family:

JELLY—A most delicious dessert can he made from Jelly Powder by simply adding a pint of boiling water to a package of the powder, pinch of salt and a little sugar, and pouring it into mold. A short time in the refrigerator makes it ready to serve. Fruits or nuts can be added to suit the taste. Per package ....c.

CORN STARCH OR BLANC MANGE—Corn Starch is one of the old reliables and a favorite in every home. Chocolate Blanc Mange makes a splendid dessert and keeps well on ice. With cream and sugar these desserts are most delicious. Per package ....c.

GELATINE—Besides being used for desserts, Gelatine makes other foods more palatable and more easily digested. It is used too for making candies, ice cream and for adding body to soups. A few packages should always be kept on hand. Per package ....c.

JUNKET—This dessert is a particularly fine summer one and is not used enough; highly recommended hy doctors everywhere as heing easily digested. The tablets are dissolved in lukewarm milk and flavored with a little vanilla, nutmeg or cinnamon. Can he eaten with berries or bananas. Per packet ....c.

TAPIOCA AND RICE—Either the ordinary or the quick-make Tapioca is a summer dessert, par excellence. Rice is another. Beat the white of an egg spread over the tapioca or rice and hrown—and the appearance and flavor are improved. Tapioca per pound ....c; in package ....c; Rice per lb. ....c.

J. K. BROWN

17 Main St. Phone 77

An advertisement in the local newspaper along above lines should attract considerable attention just now.

up some of these desserts, not only for the window display, but also for the demonstration table.

The display in the window was simple but attractive. It included several pyramids of packages containing the different summer desserts. In the centre to the rear was a large display of packages of corn starch. To one side was a trim of jelly powder packages and on the other packages of tapioca, while a few junket tablets in packets were shown in a small fancy basket. Towards the front of the window was a miniature table, set with a few dishes. On one plate was a mould of jelly turned out with sliced bananas, mixed through it and shelled walnuts on top. At another was a mould of blanc-mange covered with rich ripe strawberries. At a third was a wine tumbler of junket and at a fourth a dish of chocolate pudding. Besides each of these four plates there were respectively a package of jelly powder, corn starch, junket tablets and pudding. It was indeed a suggestive trim and one that immediately got the attention of every woman who passed the store.

The Desserts Were Demonstrated.

Inside the demonstration table was looked after by one of the bright young salesmen, who invited everyone to try the different summer desserts. His work was supplemented by that of the remainder of the staff, who after they had taken the orders of the various customers, suggested that they visit the demonstration table and test some of the desserts on display there. It was very seldom indeed, that this kind of salesmanship did not produce results. Show cards were prominently displayed both in the window and near the demonstration table. Some of these read as follows: "Little Fire Required for These Desserts;" "Suggestions for Summer Desserts," and "Warm Weather Suggestions for Luncheon or Dinner." Particular pains were taken—and in fact are always taken in this store—to have the show cards spotlessly clean. The window and demonstration table were also immaculate and were indeed splendid appetite creators. The entire store breathed that week of this campaign and it was certainly surprising the results secured.

"Why," the proprietor said to me, "we got business that week from people in this town, whom we never saw before and who since have been buying considerable groceries from us. While, of course business in desserts alone does not run into a very large amount of money all at once, yet I feel that the campaign will be a splendid advertisement, and that we shall continue to sell large quantities of these desserts during the entire summer season. We expect to get a few permanent customers from those who came in to purchase desserts from us. Our campaign in the store was of course connected up by a newspaper advertisement and when you come to think of it, it would be very unusual if such a campaign did not bring results."

Early Closing in Ontario

Some of the Villages, Towns and Cities Where the Stores Are Now Closing in the Evening—Signs of the Times Are Towards Greater Freedom.

IN last week's issue there was presented to our readers a list of towns and cities in Ontario where a summer weekly half holiday is being observed. There are many places, however, where this half holiday is not held, but where the merchants close early in the evening instead of keeping open until ten and eleven o'clock as formerly. There are even places where the stores are closed early, and where the half holiday is observed as well. The following list of towns and cities show conclusively that the early closing idea is rapidly gaining headway:

HAILEYBURY—Practically all merchants here close their places of business each evening, with the exceptions of Thursdays, Fridays and Saturdays.

PORT ARTHUR—By an understanding among themselves the grocers close at 6.30 each evening, except Saturday night and nights before holidays.

STRATFORD—Most business houses here close at 7 p.m., except on Saturdays and days preceding holidays.

KINGSTON—Most of the grocers here close at 6.30 or 7 o'clock.

DRYDEN—Stores close at 6.30 each evening, excepting Wednesday and Saturdays and nights before holidays.

ST. THOMAS—Early closing at 7 o'clock, with the usual exceptions.

PETERBOROUGH—Close at 6 o'clock, with the customary exceptions.

ROCKLAND—Merchants close here every Tuesday and Friday nights at 6 o'clock.

PARRY SOUND—Most stores close at 6 o'clock, with the usual exceptions.

OWEN SOUND—Six o'clock in the evening, excepting Saturdays and nights before holidays.

COCHRANE—Stores close at 7 p.m. on Wednesdays and Fridays.

DUNNVILLE—Stores close here at 6 p.m., with the usual exceptions.

STAYNER—Close at 6 p.m., with the exception of Saturday and nights before holidays. Some grocers do not observe this custom.

NIAGARA-ON-THE-LAKE — Stores close usually at 7 o'clock.

PRESTON—Stores close at 7 o'clock, with the exception of Wednesday and Saturday evenings.

HESPELER—Close at 6.30, except Friday and Saturday.

HAMILTON—Close at 6.30, with the usual exceptions.

BRACEBRIDGE—Six p.m., with the usual exceptions.

RENFREW—Close at 6 o'clock, except Saturday night and nights before holidays.

WELLAND — Six o'clock, except Wednesdays and Saturdays and nights before holidays.

SAULT STE. MARIE—Earl closing, except on Wednesdays and Saturdays.

KEEWATIN—At 6.30, with the Saturday and nights before holidays exceptions .

PALMERSTON—Early closing at 6 p.m. the year round, except Saturdays and nights before holidays.

HAWKESBURY—At 7 o'clock Tuesdays and Fridays; movement on foot to close at 7, except Mondays and Saturdays.

NORTH BAY—At 7 o'clock, with usual exceptions.

BOWMANVILLE—At 6.30 o'clock, with usual exceptions.

HANOVER — Early closing each night, with usual exceptions.

AYLMER—At 6.30, with usual exceptions.

ADDITIONAL HALF HOLIDAYS.

The following announcements re summer half holidays in Ontario have been received since last issue went to press:

ARTHUR—Wednesday afternoon during the summer months.

AUBURN — Wednesday afternoon from June 9 to September 15.

BROCKVILLE — Wednesday afternoon during July and August.

BRACEBRIDGE — Thursday afternoon , at 3 o'clock, during July and August.

PORT ELGIN—Thursday afternoon during June, July and August.

ST. CATHARINES—Wednesday afternoon during June, July and August.

WIARTON — Wednesday afternoon during July and August.

Making Money Out of Farmers' Butter

How J. L. White of Grand Falls, New Brunswick, Does This—Buys Freely During Summer and Holds for Better Prices in the Winter—Packs It in Barrels—Increase in Business of $58,000 in 15 Years—A Retailer in Provincial Politics

Written for Canadian Grocer by DAVID WILLIAMS.

TO expand from a business turn-over per year of $2,000 in 1899 to one of $60,000 in 1914 in a small country town store, is quite an achievement. This was the experience of J. L. White, of Grand Falls, N.B., a town situated on the St. John River, in that province.

Mr. White began his retail career in a small way, and to-day is occupying large premises. The growth of this business did not come all at one bound, but was a steady and persistent one. No sky-rocketing methods have been employed, but simply solid business methods and fair treatment. The store has always maintained and constantly carried out the principle of one price to all, no matter what others might be doing either near or far. Mr. White founded his business chiefly on reasonable prices and with the determination that his prices were going to be maintained. The advance of $58,000 turnover in fifteen years, apparently shows that the foundation was a solid one, so far as he was concerned, and that he has secured the confidence of the public or a considerable portion of it, and held it through the intervening years.

In 1911 the premises now occupied were erected, the building being 70 by 80 feet in dimensions, two storeys high with a basement. On entering the store there is the ready-to-wear department on the left while the centre is occupied by general dry goods and to the right is the grocery department. The upper story is largely used for displaying furniture, linoleum, carpets and general housefurnishings.

The general business office is on a balcony at the rear of the dry goods department and is so situated that it commands a view of the three departments on the ground floor. The grocery department which is in charge of Wm. Wright, has a large turnover. All the departments are kept clean, bright and attractive. There are no dirty corners or slovenly kept spots in any of them, and in this will be found a feature that should be given every attention by all country stores.

J. L. White, M.P.P., sitting in the office of his general store at Grand Falls, N.B.

Money Made on Buying and Selling Butter.

In the grocery department large quantities of farmer's butter is handled with advantage. In this section of the country, the creamery has not yet made much progress, the greater bulk of the butter being made and marketed by the farmers and their wives. It is of course well known that in this is a great source of annoyance and sometimes of loss to the country merchant. Here, however, the farmers make a fair quality of butter and the manner in which it is handled in the store insures the dealer against loss. As soon as it arrives—if it is not required for immediate shipment—it is packed tight in clean barrels in the pound prints as it is brought in. In packing care is taken that there is sufficient to fill the barrel. It is then covered with brine and the top put on the barrel so as to hold the prints down firmly. After being packed the barrels are examined every day to see that the brine covers the butter and never is allowed to get below the top of the upper layer. Care is also taken that the prints are solid before being placed in the barrels, thus preventing squashing. In this way large quantities of butter are bought and packed down in the summer and kept till the winter season when it is not so plentiful and the prices are higher.

Mr. White states that last year, although several tons of butter were handled, not a single pound was lost, and it was all handled at a fair profit.

The proprietor is a member of the New Brunswick Legislature for the Grand Falls district, which necessarily means that he enjoys the confidence of a great many people. It further means that when legislative matters affecting the retail trade come up in the house, the retailers have at least one man there to see that the interests of the trade are not legislated against unjustly.

BIG CAMPAIGN FOR MEMBERS.

The Retail Merchants' Association, Toronto branch, is conducting a mammoth campaign for new members in that city. W. C. Miller, who has charge of the organization work, has the outside men in Toronto at the present time, and these are strenuously working to add on an additional thousand members within a month. The city has been divided up into districts, with captains appointed in each from the ranks of the present members, and every possible new member is being gone after. The campaign started last week and is now in full swing with every indication of it being successful.

TWO PICNICS NEXT WEEK.

Next week there are two important picnics in the grocery trade in Ontario. The London Retail Grocers' Association will go to Detroit on Wednesday, June 23rd, and the Grocers' Section of the Retail Merchants' Association, Toronto, will go by boat to Cobourg the same day. The chief item of interest in Detroit is a ball game. The Toronto Association have gotten out an elaborate program and a splendid list of games, for which good prizes will be given. The window cards are out and it is expected that a big crowd will be on hand. J. Milton Cork, College street, is the chairman of the picnic committee.

Fine Points in Grocery Salesmanship

How Peebles, Hobson & Co., Hamilton, Ont., Go After the Extra Business — Examples of What is Done to Interest the Customer in Goods Beyond the Ordinary Staple List —The Power of Attractive Display and Judicious Personal Persuasion.

A LARGE part of the time of the sales staff of Peebles, Hobson & Co., Hamilton, Ont., is given up to selling goods—not simply filling orders. Mr. Hobson is a great believer in salesmanship, and he has instilled the same spirit into his clerks. The head salesman, Wm. Marsh, devotes a great deal of attention to interior and window trims, and to card writing as well as to obtaining complete knowledge of the goods in stock, and which the firm is anxious to sell.

Peebles, Hobson & Co. do not follow along the beaten path in regard to the sale of groceries. Their efforts are not confined to the every day staples that every household uses on the table. They go in for a great many specialties in which the profit is large and a great percentage of their turnover is due to this specialty business. For instance in a recent window display, they showed such lines as cake flour, tea biscuit flour, ginger bread flour, etc. Their displays account for a great many sales. Not long ago they showed molasses snaps attractively, and in about two days and a half had sold some three tins of about 6 lbs. each. Had these snaps not been on display, there is no question that they would scarcely have sold a pound of them. They find for instance, little difficulty in selling marshmallows, which cannot be considered a staple line of groceries. They show these in a flat tin on the counter occasionally and it is surprising the quantity of them disposed of. They make it a point for instance to sell grape fruit by the dozen instead of a quarter's worth. Whenever the price of grape fruit is asked, they quote at so much a dozen, instead of so much for a quarter or so much a piece. "We figure out," said one of the salesmen. "that if a customer purchases a dozen of grape fruit, the family is going to use more, and we have certainly sold more grape fruit during the past season than ever before by working along this line."

Make the Displays Tempting.

Rather than put on a display of, for instance, canned peas, and let the customer come to her own conclusion as to their appearance, Peebles, Hobson & Co. empty the contents of a can into a glass fruit jar so that their color and general appearance can be seen from the outside. This is what gets the attention of the customer, they say.

Potato chips is another line of which they sold a good quantity through a window display. For instance a five-pound tin was opened on a Tuesday, and when Canadian Grocer, called about Thursday noon, half of them at least were gone, and these sold at some 50c a pound. They featured potato chips for dinner parties.

"I don't feel I have accomplished anything," said Mr. Marsh, "unless I sell something to a customer over her ordinary demand." That customers of this store have confidence in the head of it, and in the salesmen in recommending goods is evident every day. Not long ago for instance, a member of the staff was asked for a certain line of flour. This line was not in stock, but there was no difficulty in selling another line by the assertion that if the cake was not good, the salesman would take all the blame. It is only possible for a store of course to recommend their goods when they know absolutely the quality of the lines they purchase. Instead for instance of showing a tin of some fancy line or a number of them, the contents of one are turned out into a glass jar. The people ask what they are, and a sale nine times out of ten, results. Jam is also turned out on a piece of paper. In the opinion of Peebles, Hobson & Co. this system is the one big method for increasing the ordinary everyday demands of their customers.

Boost for Cigar Business

Temperance Legislation in Saskatchewan and Other Provinces Will Mean Much for the Grocers who Handle Cigars— Place the Silent Salesman Inside the Door.

IT is certainly an ill wind that blows nobody good.

The temperance legislation in Saskatchewan is going to bring a special opportunity to the grocery trade in so far as the selling of cigars is concerned. Hotels and grocery stores at the present time divide the honor. Whenever a hotel closes it means that so much trade is driven to the grocer. With a great many of them closed in Saskatchewan as well as in other provinces of the Dominion where temperance legislation is going into effect, it is going to mean a big thing for the grocery trade in so far as cigars are concerned.

Retailers so situated that this trade will be of advantage to them should immediately make a special effort to get after the business. Have you a silent salesman that can be placed just inside the door where the men passing can easily see it?

How Cigar Trade Is Gone After.

There is a grocer in St. Catharines, Ont., who the year round keeps a show case in his window where it must be observed by all passersby. His experience is that the men of the district are greatly influenced by this small display and he makes a big turnover in cigars, cut tobaccos, etc., every year.

In Chesley, Ont., a certain grocer has his cigar and tobacco silent salesman just inside the door, where it can be easily seen through the window. Neat displays are always kept inside and on the top is one of the many modern cigar lighters. And so the men are attracted to this store and the turnover in cigars runs up during the year.

The methods of a large Toronto grocery firm on the handling of cigars were presented in an article in the Spring Sales Number of April 17 last. This firm have an exceedingly big department, which is presided over by a special salesman. This department, like the silent salesman in the above mentioned stores, is immediately inside the door. The head of the store points out that if you want to interest the men you must not locate the department so that they will have to walk the length of the store to get at it. As a rule the men do not take the time for shopping common among the other gender.

There is every evidence to show that there is money in cigars if the trade is gone after properly. As aforesaid the temperance legislation in Saskatchewan is going to mean a good thing for those retailers who go strenuously after the business. The trade in cigars by the box must be catered to as well as the passing business. Throughout the country wherever temperance legislation is going on the grocery trade will be benefited so far as cigars are concerned.

Small Losses From Bad Debts

Not Over $30 in More Than Three Years, Due to Vigilance in Extending Credit to New Applicants—Donald Nicolson is a Scotchman Who Spent Four Years at Small Pay in Studying the Business in Land of the Heather—His Views on Weekly Half-Holiday.

Written for Canadian Grocer by A. H. Harvey.

DONALD NICOLSON has been in the grocery business on Roncesvalles avenue, Toronto, during the last three and a half years, and during that time his losses in bad debts have not amounted to more than $30, or less than $10 a year. This small loss in bad debts was not the result of accident, but of the deliberate policy of Mr. Nicolson.

"Whenever a customer asks me for credit," he said to the writer, "I must know everything about that customer. It is my duty to know. When I get the facts as to what the head of the family does, how much the account will run in a week, how and when it will be paid, then I form my own conclusions as to whether that account is worthy of credit or not. I have got to know everything. I might better lose the account entirely than the goods, and it is because of strict adherence to this policy that in the last three and a half years $30 would cover the entire amount lost in bad debts."

From the name that opens this article one can pretty well tell the original nationality of Mr. Nicolson. However, there have been some people who have put him down as an Englishman. One new customer, after she had become better acquainted with him, noticed him reading the war news in one of the daily papers. Of course everybody is in interested in the war so she asked Mr. Nicolson if he were English. He replied that he wasn't. "But you're an Old Country man, aren't you," she asked?

"Yes," he replied, "I came from Scotland."

"Oh well, that is NEARLY as good," was the reply—and no doubt she felt she was paying him a pretty compliment.

An Apprentice in Scotland.

Donald Nicolson is one of those grocers who learned his apprenticeship in Scotland. He was there put through a hard and fast school in groceries and it was there that he got his early training.

"I had to spend four years' apprenticeship," he said. "At first I received four shillings a week. Each following year I got a raise of one shilling—that meant seven shillings during the fourth year, and I have no doubt whatever that in the second year I was just as good a clerk as in the fourth and knew just as much about the business. Nevertheless that was the contract and I had to stick to it. A clerk certainly does not make much money at this rate, but if he intends to follow the business in future years, the training is certainly worth the sacrifice."

In this article reference is made to a grocer doing business in this country who was engaged 4 years as an apprentice in Scotland, where he learned his trade. He points out that for the first year he received but 4s, or $1 a week; the second year 5s a week; the third, 6s, and the fourth 7s. Then he was a full-fledged grocer. Canadian Grocer would appreciate hearing from other Old Countrymen who have served their apprenticeship, with any interesting reminiscences of their apprentice days. There is an under-current of feeling in Canada to-day in favor of some sort of similar system, whereby only men familiar with the trade will enter it; and if the exact basis were presented, this would help along considerably the discussion.—The Editor.

How many Canadian clerks would work for $50 whether they knew anything about the grocery business or not? They are certainly few and far between. Of course in a way they cannot be very well blamed under the present system, but if the grocery business is to be elevated to a loftier plane, it looks as if an apprenticeship school should be maintained. While of course many who essay to enter the grocery trade without any training succeed in making a fairly good living, nevertheless the majority do not. They eke out an existence for a few years, very often cutting prices and in other words demoralizing the trade before they disappear. This question has frequently come up at association meetings, and it is one that would bear further discussion and some sound thinking.

Mr. Nicolson bears the distinction of being the only grocer on Roncesvalles avenue, who closes the year round on Wednesday afternoon. Some others close during the summer months, some used to close the year round, but at present he is the only one who does this.

His Health Demands It.

"I close the year round because it pays me," he said, "in so far as my health is concerned. I claim that a man should have a half holiday every week in the year to give over entirely to his family and to outdoor exercise. If a merchant sticks behind the counter six days of the week he is not doing justice to himself or to his family and is shortening his own life. I do not think I lose any trade—or if any very little—on Wednesday afternoon. All my customers know that I close at noon on Wednesday and act accordingly. Most of our business is done over the telephone and occasionally we use this to suggest to our customers their purchases for that day. Even suppose I did keep open Wednesday afternoon and took in $15 or $20, what would be the net profit after overhead expenses were deducted? Why it wouldn't pay me to do so, when I consider my health. I frequently hear indirectly remarks of approval made by customers in regard to early closing and I think I get considerable advertising from the fact that I am the only one on the street who closes all year."

Mr. Nicolson has a large showcard for his window calling attention to the early closing. This card reads as follows: "Safety First. For Health's Sake We Close Wednesday Afternoon the Year Round. Assist Us by Sending Your Orders in Early."

To look after his provision trade this retailer has a large refrigerator with front display. In this are kept cooked hams, cheese, etc., and because of the tempting appearance all the time considerable trade is secured for these lines.

Every Merchant Should Have Safe.

He has also a coffee grinder and he recently purchased a safe for the safe keeping of his hooks. "I think every retailer should have a safe," he said. "It shows that he is desirous of protecting his books, and that he is anxious for the approval of those wholesalers and manufacturers with whom he deals."

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ESTABLISHED 1886

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THE MACLEAN PUBLISHING COMPANY
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JOHN BAYNE MACLEAN, President.
H. T. HUNTER, General Manager.

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Selling Summer Goods.

IN the Mantle series of articles, fourth of which appears in this issue, methods of various retailers throughout the country are presented for getting more business during the summer months. This series should be watched carefully by every reader of Canadian Grocer. A great many dealers have the idea that during the hot weather, there is little trade to get after, and so they expect a summer slump in business. This should not be the case. There is all kinds of business to be got during the warm weather by following the lines of least resistance and by specializing upon certan lines and associated lines of goods—that is the lines more especially prepared for warm weather.

Already in this series methods have been gone into on how various retailers have sold summer drinks, camp and picnic goods and fruit preserving lines. In the article on another page of this issue, the methods of a Canadian retailer are given on a campaign on Summer Desserts. There are a great many lines of goods under this category which the retailer can push at the present time and during the next two or three months. This business should be gone after strenuously. No stone should be left unturned to interest the housewife in these summer desserts. Read Mr. Mantle's article and then decide to get after this trade by window display, interior arrangements, newspaper advertising and personal conversation, etc. What the majority of housewives want are suggestions. Give them a new idea and little difficulty will be experienced in creating considerable business.

A Change for the Better.

IN last week's issue there was an article showing that a great many towns and cities are, this year, observing a weekly half holiday. In this issue is another lengthy list of places where the merchants have early closing. Those of us who can look back ten, fifteen and twenty years or more will observe a great change in this respect. Who is there in the trade to-day, but can remember the time when stores never closed at night until the last chance of securing a sale was passed? No such a thing as a weekly half holiday was thought of.

What has caused the change? Isn't it chiefly due to the fact that retailers to-day are eliminating the bitter feelings they used to have against one another? Associations have brought them together and have instilled into them the desire for closer relationship and business on a more exalted plane. Grocers as well as anybody else want to live a life of happiness, not slavery, and it is because they are nearly all working to this end that we to-day have weekly half holidays and early closing.

Big Work for the Retailer.

WHILE figures have not been given out as to the amount of business done in the mail order departments of large catalog houses in Canada, there are some interesting figures from Chicago on the past year's trade of Sears, Roebuck & Co. This concern declared a regular quarterly dividend on the preferred stock, and at the same time, issue a statement of sales showing that the business has increased tremendously in spite of the war affecting purchases. Sales made through the mails in May totalled $8,464,713 which was an increase of $912,402 over the corresponding month of a year ago.

This gain which is equal to 12.08 per cent. is the second largest of the current year, having been exceeded by March when an increase of 14 per cent. was reported. Analysis of the report indicates that the largest increases in sales were made in Western farming and industrial communities, otherwise the general returns were normal. Sales this year up to the end of May, totalled $45,415,693 which was a net increase of more than $3,600,000 over a year ago or a gain in percentage of 8.63.

These figures show that the average sales per month of this big mail order house are approximately $9,080,000 or an increase of about $721,000 a month over last year. Taken on the average this would

indicate a yearly turnover of about $109,000,000 for this catalog house.

Reports received by Canadian Grocer indicate that the mail order departments of the Canadian catalog houses had a splendid year in 1914 and no doubt, if we could get the figures for the first five months of this year, they would be astonishing as well as these that come from Chicago. What is the retail dealer doing about this? Why should so much money be sent from outside communities, impoverishing them greatly, to be localized in the big centres? While the retailer of course is not to be blamed for all of this, he certainly could prevent a great deal of this business going to the mail order houses. What appears to be needed is more co-operation between merchants and farmers, so that the latter's wants will be better understood. One retailer can do nothing. If everyone of the thousands of retailers in the country, started out with the endeavor to study his customers carefully, to determine their wants, their likes and dislikes, and succeeded in keeping $500 or a $1,000 each year of this money that goes to the mail order houses in their home town, the mail order houses would very soon be feeling the pinch. Every merchant should make a detailed analysis of his own situation and endeavor to do his share.

The Ad Convention Next Week

BEGINNING Saturday next, June 20, the big annual convention of the Associated Advertising Clubs of the World will open in Chicago and continue until June 24. This is the mammoth conference of advertising men, both buyers and sellers of space, which Toronto, Canada, had the honor to entertain last year and many Canadians will go to Chicago this year.

Advertising men can speak more boldly than they once could about the ethics of their calling. When a profession has put its ideals into a code, it has removed the mark of experiment from its name and taken its place among accepted institutions. Medicine and the law have built up their codes by years of strict adherence to the principles of their ablest exponents. Now comes advertising with its own particular code.

Even one not familiar with the intricate mechanism of modern publicity appreciates its enormous growth in recent years. He need not be engaged in business to realize its influence. He will find that laws have been enacted covering false advertising matter, and that first-class publications refuse objectionable and misleading copy. He learns that these restrictions are self-imposed; that the movement for the elimination of dishonest advertising had its start within the advertising fraternity.

One proof of the standing this latest profession has attained, is shown by the fact that the president of the United States has accepted an invitation to appear before the advertising men in Chicago to address them on honesty in business. Cabinet members will attend, and that the Mayor of Chicago has officially recognized this gathering by proclaiming next week "Advertising Week." Advertising has gained dignity; men of affairs recognize its power and call it to their aid.

This Chicago convention of the Associated Advertising Clubs of the World will set forward in a large way the gospel of truth in advertising. It will discuss the big problems of big men in a way that will make all business the gainer.

Not Satisfied with the Failure

A NEWSPAPER report dealing with a meeting of Trades and Labor men in Toronto says:—"The Council was addressed by G. T. Williams, Arthur Williams and William Nightingale, on the new movement to form co-operative stores on the English plan. The last attempt was described by these gentlemen as lacking in the real principle of co-operation, and it was to this that the failure was ascribed. Co-operative stores have failed so often in Toronto, that the delegates were rather sceptical, but the speakers made a good impression, nevertheless.

Apparently the promoters of the scheme did not state that several co-operative associations which were formed on the English plan in Toronto as well as in many other places in Canada, failed. It is interesting to note that delegates pointed this out.

Summer Vacations

THOUGHTS are usually turned to the question of summer holidays when the hot weather is ushered in. Now is the time for the merchant, and particularly the one with a large staff, to arrange for the allotment of vacations. Certain members of the staff cannot get away together, and the proprietor himself must be on hand when certain other members are absent. This makes a problem which requires no little attention and should be given consideration early in the hot season.

There are too, a great many merchants who have got the impression that the store cannot get along without them. This, nine times out of ten, is usually erroneous. A vacation once in a while is a tonic which every man should have.

Editorial Notes.

WHILE SUMMER is here, is the time to sell summer goods.

* * *

THERE IS BUSINESS to be secured in Summer desserts, if it is gone after energetically.

* * *

DEALERS WHO build on a quality and fair profit foundation, have a big handicap on the men who don't.

* * *

THE AIM OF every retailer should be to reduce his selling expenses and at the same time increase his volume of sales.

* * *

MOST OF THE worry of the merchant could be eliminated if proper attention were paid to the bookkeeping end of the business.

* * *

THE PRICE maintenance problem in the United States is getting to be a very important one. There are now price maintenance suits in three States of the Union.

* * *

THE ADVANCE made in recent years in regard to a weekly half holiday among the trade and early closing, shows that the trend of the times is towards placing the business on a higher plane.

FORMING A PROVINCIAL BRANCH.

A meeting of the retail merchants of Halifax, N.S., was held in the city hall last week, for the purpose of forming a provincial branch of the Retail Merchants' Association of Canada. The following subjects were discussed: Co-operative legislation to destroy the retail trade of Canada; wholesale houses selling to our customers; the new criminal law on false advertising; interprovincial judgments; Transient Traders and Peddlers' Act; why retail catalogue houses should pay taxes in this province; why fees for the testing of scales and measures should be abolished; how old accounts can be collected and be protected against having bad ones.

R. C. Doyle, representative of the Dominion office of the Retail Merchants' Association of Canada, addressed the meeting.

A PATRIOTIC PICNIC.

At the last meeting of the Retail Grocers' Association of Hamilton, Ont., the secretary read a communication from Mrs. William Hendrie, asking for a donation of maple sugar for the Canadian soldiers at Shorncliff Hospital, England. On motion of J. Kirkpatrick, and M. Cummings, chairman of the Picnic Committee, the sum of one hundred dollars will be donated for that purpose, and all receipts of the picnic, over and above actual expenses will be given to some patriotic fund. The picnic will be held at Niagara Falls on Wednesday, June 23.

An effort will be put forth to make the picnic greater than ever. The 13th Battalion Band has been engaged. A long list of games will be prepared and cash prizes given. There will be a baby show, a baseball match between the Guards at Niagara Falls and the Grocers. Brantford will again join in with the Hamilton grocers, and a bumper crowd is looked for.

A committee was appointed to see if it was possible to have an aeroplane from one of the schools in Toronto visit the grounds on the day of the picnic. There will be a bowling match between Brantford and Hamilton, as well as other attractions. Five thousand pails have been procured, 200 gallons of milk, and abundance of tea, coffee and lemonade, which is free to all. The chair was occupied by President J. M. Semmens.

Hamblin-Brereton Co., Limited, Winnipeg, Man., have been granted a Federal charter to do business as importers, manufacturers' agents, etc. Among the incorporators are W. H. Hamblin, Winnipeg and Geo. C. Brereton, Vancouver.

DEATH OF THE HON. JAMES BAIRD.

Newfoundland Merchant of Long Standing Passes Away at Age of 87.

St. John's, Nfld. — (Special.) — The passing away at St. John's, Newfoundland, a short time ago, of the Hon. James Baird, M.L.C., removes a strong and prominent figure from the mercantile life of the country. The deceased was principal of the firm of James Baird, Limited, importers and exporters, three sons also being connected with the business. In 1844, at the age of 15 years, Mr. Baird came to Newfoundland from Saltcoats, Scotland, to enter the employ of a relative. A few years later

Late Hon. James Baird, St. John's, Nfld.

a brother joined him as general importers and drapers, and this continued until 1872, when, with his nephew, the late James Gordon, they formed the business of Baird, Gordon & Co., entering extensively into the general business of the country. On the death of Mr. Gordon, a few years ago, the firm was reorganized and the present title of James Baird, Ltd., applied. Mr. Baird's premises were twice destroyed by fire—once in 1892, the year the city suffered so heavily, and again in 1908. Each time saw a better suite of buildings erected, to replace the old, while to-day, due to his great perseverance, there stands on the south side of Water Street as fine a block of buildings as can be seen anywhere in the city for the purposes described. Mr. Baird was of a type progressive and enterprising, and was greatly esteemed for his excellent qualities of head and heart. He was a member of St. Andrew's Presbyterian Church, and had filled many important offices connected with it. He was a generous contributor to all worthy charities and a firm believer in the industrial possibilities of his adopted country, being identified with many local business concerns. He was made a member of the Legislative Council in 1898. At the time of his death Mr. Baird was in his 87th year.

A STORY OF JAMES McLAUCHLAN.

One of the youngest-looking men for his age who attended the Canadian Manufacturers' gathering last week was James McLauchlan, biscuit manufacturer and retail grocer, Owen Sound, Ont. Though now in his 81st year, his hair is but slightly sprinkled with grey, his cheeks are ruddy and his step sprightly. Mr. McLauchlan was one of the first subscribers to The Canadian Grocer, 28 years ago, and the firm name has never been off the lists since.

Mr. McLauchlan had an interesting experience one time with a distinguished Irish peer, whose name figured recently in the British casualty list. He was returning from a visit to the Old Country, and just after leaving Moville a young man asked him to help him up the gangway ladder. Getting on the deck, he thanked Mr. McLauchlan and asked him if he would allow him to take his arm for a little turn round the deck. Mr. McLauchlan, whose genial manner always attracts people, remarked by way of conversation: "I hear we are having a real live Earl on board." "Indeed," said his new-found friend, "perhaps they mean me; I am the Earl of Fingal." The Earl and he became fast friends and a couple of years later Mr. McLauchlan and his son were entertained, with real Irish hospitality, at Fingal Castle.

SERVICE DEPARTMENT

Editor Canadian Grocer:

Dear Sir,—Can you tell us where white or Malaga grape juice is made, or where it can be obtained

H. J. B. & Co.

St. Andrews, N.B.

Editorial Note.—Any of the grape juice companies manufacture white grape juice, including the Welch Grape Juice Co., St. Catharines, Ont.; Wagstaffe, Limited, Hamilton, Ont.; and E. D. Smith & Son, Winona, Ont. Malaga grape juice is made by the Bass Island Vineyard Co., Sandusky, Ohio.

* * *

Editor Canadian Grocer.—Can you give me the address of some firms manufacturing fly hangers in Canada—at your earliest convenience?

North Hatley, Que. K. B——.

Editorial Note.—Hodgson, Summer Company, Limited, Montreal, handle a couple of these lines.

THE CLERKS' PAGE

Editor Canadian Grocer.

Dear Sir,—Answering your question, "What Would I Do?" on page 34, May 28th.

In the first place, the merchant does not state what class or quality of salmon the customer ordered. If the order was for the cheaper grade, having a much paler color than the best, and after the explanation given by the grocer she refused to take it back, I certainly would shoulder the loss and use it myself rather than try any compulsion, as it only ends in probably losing the customer.

On the other hand, if she simply ordered a can of salmon and the merchant or his clerk (as is often the case) puts in the cheaper grade expecting to make a larger profit, hoping the customer would use it, making no complaint, then it was up to him to apologize for the error in sending the cheaper grade, and, without any further discussion, wrap up another can of the best in stock. As to his using the term "off color," I think it was not proper in this case. The merchant knew the second grade was not as high color as the best. How could it be off color? If it had been a can of the best, which generally carries a good high pink shade, and the color was not as high as usual, then he could very readily use the term "off color."

He asks would you "judiciously insist" those terms do not belong to what is termed an up-to-date merchant expecting to hold his customers but to the back ages?

In answer to "A Pencil Problem" on same page, I would give him 2 for 5, seven at 2 for 1, and four at 2 cents each.

Yours, etc.,

Toronto, Ont. X-GROCER.

THE ENCYCLOPEDIA

FOODS THAT EXPLODE.

Many mysterious explosives which at one time baffled the ingenuity of our keenest detectives have been recently explained by the cold, methodical researches of our chemists, who, it will be remembered, also warned the Government not to let Germany have cotton to manufacture guncotton.

The men of science have not been able to wipe out the miseries that have been caused to the thousands of persons who have been convicted or condemned of arson, and other similar crimes, without a cause; but they have certainly succeeded in teaching the police to be very careful before they blame any householder or manufacturer or servant for an explosion. And the key to their researches has been always the same—dust.

How many cooks for example, realize that the ordinary everyday flour they use in their kitchen is one of the most dangerous of explosives? Recent calculations show that the contents of a 25-pound sack of flour mixed with 4,000 cubic feet of air, will, if ignited, throw a mass of iron weighing one ton 45 miles through the air. Indeed, many disastrous explosions have occurred in big flour mills from this cause, wrecking huge buildings and causing heavy loss of life.

Every now and then a candy factory gets blown up in spite of the vigilance of the government inspectors, the watchfulness of the insurance companies, and the zeal of its foremen. Such an explosion occurred not long ago in Boston. It originated in a room where marshmallows were being made. These sweets are coated with finely-pulverized sugar, and the hot and dry air on a summer's day became laden with sugar dust, with the result that the mixture ignited, a lot of workers were injured, and many of the buildings were set on fire.

It is nothing new to hear also of explosions of starch in starch mills and of the rice in rice mills, and in each instance the blame is to be attributed to the innocent-looking commodities, and not to the malice of carelessness of the employees. Oatmeal, too, has been known to go off with dire results, and a great breakfast commodity mill not long ago was sent en bloc heavenwards owing to some maize dust getting mixed with air.

Spice dust in spice mills has wrought similar damage, and all linoleum is now manufactured under special precautions against fire because sad experience has shown how easily cork dust and the cement used in linoleum manufacture will ignite, or even take fire of their own accord.

Soap is another domestic suspect. It has even set fire to a ship in the mouth of the Thames. Only a few years ago there was a great explosion in a soap factory engaged in the production of a finely powdered soap. "Some enemy hath done this thing!" muttered the proprietor, but as a matter of fact he and the detectives who hunted for criminals were for months on the wrong scent. "Soap is fat, and therefore combustible," the chemists reminded him. "Your soap powder was dry, and so it got freely distributed through the air, when it exploded with more violence and greater heat than flour or starch."

Zinc has been known to cause explosions. The story is often told how a workman was once handling a quantity of finely powdered metallic zinc when he got a spell of laziness, and, to save further trouble, threw a shoveful into a flaming furnace. There was a terrific explosion. The blade of his shovel was driven into the roof of the building, and he got half killed.

Malt mills are also not immune from perils of explosions. In fact, detectives nowadays when they are faced with explosions, the origin of which they cannot fathom, are always instructed by their superiors to remember human agency may not be the cause, but—dust. —Pearson's Weekly.

OBSERVATIONS BY THE NEW CLERK.

Where there is a will the roadway is usually pretty good.

* * *

Two safe hits are always better than a home run. So hit the ball every time.

* * *

Many a man is admired by the whole world whilst his own family hates him.

One day Luther Burbank was walking in his garden, when he was accosted by an officious acquaintance, who said:

"Well, what are you working on now?"

"Trying to cross an egg-plant and milk-weed," said Mr. Burbank.

"And what under heaven do you expect to get from that?"

Mr. Burbank calmly resumed his walk. "Custard pie," he said.—Ladies' Home Journal.

CURRENT NEWS OF WEEK

Quebec and Maritime Provinces.

D. E. Harlow is opening a grocery store on Inglas street, Truro, N.S.

F. & J. Murley, grocers, Sydney, N.S., sustained a loss by smoke and water; insured.

J. A. Paulhus, of the D. Hatton Co., Montreal, has gone to reside at his summer home at St. Rose, Que.

E. E. Parsons, of Halifax, N.S., is opening a 5, 10 and 15-cent. store in Truro. He expects to commence business on June 26.

Horace B. Miles, manager of the coffee department of T. H. Estabrooks & Co., Limited, St. John, N.B., was married recently to Miss Olivia Murray.

A. D. Dupuis, Magog, Que., has severed his connection with H. C. Wilson & Sons, and is going into business for himself as a grocer in the village of Sutton.

In the fire which destroyed the Jardine Block at St. John, N.B., on June 8, H. W. Cole Co., Ltd., wholesale grocers, were the heaviest losers, their stock of $60,000 being almost a complete loss.

Col. Gunn, of Gunn's, Limited, Toronto, writing from England where he went in command of the Second Contingent, states that he would rather have lost every dollar he had than have missed this chance of being of service to the Empire.

Thomas Langlais, wholesale grocer and fruit dealer, Riviere-du-Loup Sta., Que., is at present building new offices and warehouse of four storeys, 69 feet by 128 feet in dimensions, with a cold storage plant in connection and other conveniences.

A. Baumgarten, Montreal, has resigned as honorary president and director of St. Lawrence Sugar Refining Co., and has sold his entire interest in the company. O. W. Donner, vice-president and managing director of the company, has also severed his connection with it. J. W. McConnell becomes managing director, as well as president.

The following salesmen visited Halifax, N.S., last week, where a sales conference was held at the plant of the Acadia Sugar Refining Co., Ltd.: C. DeCarteret, Kingston, Ont.; G. H. Gillespie, London; Wallace Anderson, Toronto; C. A. P. Powis, Hamilton; A. W. Osgood, Montreal; John K. Schofield, St. John, and Horace Hazzard, Charlottetown. While in Halifax they visited the new refinery at Woodside.

Mr. and Mrs. Alford Baumgarten, who have a summer resident at St. Agathe, Que., have offered their residence, No. 34 McTavish street, Montreal, to the Government of the Dominion of Canada, as a convalescent home for Canadian soldiers. The offer has been accepted on behalf of the Government by Major-General the Hon. Sam Hughes. Mr. Baumgarten has for many years been connected with the St. Lawrence Sugar Refining Co., and only recently resigned from the directorate.

Ontario.

Piper & Young recently opened a grocery store in Oshawa, Ont.

James F. Smyth is enlarging his wholesale grocery premises at Windsor, Ont.

Fred Crane, a general merchant, of Orwell, Ont., was quietly married recently.

A. Brownscombe has opened a new grocery store on Manor Park, south of London, Ont.

Some of the merchants of Oshawa, Ont., are discussing the question of co-operative delivery.

E. R. Faulkner, Limited, Ottawa, Ont., have been granted a federal charter as department store proprietors.

Pte. Norman V. Cliffe, of Toronto, office manager of the Toronto Salt Works, has been wounded at the front.

H. L. Charlton, of the Maple Leaf Grocery, Aylmer, Ont., has recently installed a handsome cash register.

A. Gill, a grocer in Strathroy, Ont., was a member of the Grand Jury at the spring assizes held in London, Ont.

The British American Wax Paper Co., Limited, Toronto, move into the Wrigley Building, Carlaw Ave., about July 1.

R. E. Blinn, grocer, corner Waterloo Street, London, Ont., is moving to a new store corner Richmond and Central Avenue.

W. J. Higgins, grocer, corner William and Pall Mall Streets, London, Ont., has sold to L. Wood, transfer to take place on Monday, June 21.

J. C. Doyle has returned to Toronto from Halifax, N.S., where he was engaged in getting underway a branch of the Retail Merchants' Association.

In Ottawa the early closing by-law is strictly enforced. Recently two grocers were fined $3 and $5 respectively plus costs for selling goods after the closing hour of 7.30.

The Government has given the St. Thomas Dehydration Co., St. Thomas, Ont., an order for 3,000 cases of dehydrated potatoes for army purposes. This order will keep the factory going for a month.

A petition is being circulated on Roncesvalles Ave., Toronto, among the grocers for a half holiday on Wednesday afternoon the year round. At the present time Donald Nicolson is the only grocer on that street who closes during the twelve months. He is behind the petition and expects to get every grocer to sign it.

A peculiar accident occurred to B. C. Watson, a Leamington, Ont., grocer, recently. He made a slight cut in one of his fingers with the spike of a pineapple. No attention was paid to it at the time, but the next morning his arm was swollen to the shoulder. He has been in a critical state since and there may be a danger that the arm may have to be amputated.

Western Canada.

Merchants of Arcola, Sask., will close Wednesday afternoon during June and July.

Gladstone, Man., merchants will close Wednesday afternoon during June, July and August.

J. B. Muter, general merchant, Hawarden, Sask., has opened a branch at Broderick.

H. G. Whitman, a general merchant of Emerson, Man., was recently married to Miss Lucy Taylor.

The Retail Merchants' Association, Regina, Sask., are making preparations for a big picnic this year again.

Merchants of Melita, Man., have decided to close Wednesday afternoon during June, July and up to August 11.

The grocers of Mount Pleasant, Fairview and Kilsilano, B.C., close Wednesday afternoons during sumer months.

James H. Thompson, a general merchant at Ardath, Sask., was accidentally drowned in the Saskatchewan River recently in a motor accident.

Ald. S. G. Freeze, of the Freeze grocery, Eighth avenue east, Calgary, Alta., was the lowest tenderer against all firms of Western Canada for the contract of supplying coffee for the troops encamped in Alberta, Saskatchewan and Manitoba, totalling about 15,000 men. For the next twelve months, these men will consume approximately 10,000 pounds a month. Mr. Freeze is bringing in the beans green, and has installed a roaster, intending to prepare the coffee in Calgary.

Summer Drinks Moving Well

Fair Business in These—Tea Market Still Strong and There is Talk of Further Advances—Raw Sugar Strong—Some New Dried Fruit Prices Out—Beans Firmer—Montreal Selling Canned Goods Cheaper.

Office of Publication, Toronto, June 17, 1915.

SINCE our last report in the flour and cereal situation the market on both Manitoba and Ontario winter wheat flour has declined about 40c. The market is distinctly easy at these reduced levels and we should not be surprised if it even further declines at no distant date. There is little business of any sort doing in the flour market or in the cereal market and the prices registered are merely a reflection of the slump in wheat prices. July wheat, which one week ago was selling in Chicago at $1.16, is now down to $1.03—in Winnipeg the price of spring wheat is $1.18.

These prices are a continuation of the crumbling which has been going on in the wheat market for the past month or so and are due alike to the excellent crop prospect and also to the fact of European buyers holding off buying. The wheat situation is therefore somewhat depressing and the bears are getting in lots of their work. Still, the reflex of the wheat situation is encouraging to business generally, in view of the fact that the American crop prospects are excellent. It now looks as if the total crop will reach 950,000,000 bushels. This is made up, it is estimated, of 676,000,000 bushels of winter wheat and 276,000,000 bushels of spring wheat. This total of 950,000,000 bushels is against that of last year of 891,000,000 bushels. That in itself was regarded as a very excellent crop and business leaders are feeling optimistic about the situation, supposing that the figures here quoted would materialize. In sympathy with the crumbling of wheat, flour and all cereals are more or less down. Buying is nothing to write home about and prices are particularly easy even at the reduced figures. Rolled oats are now worth $3.50 in car lots.

The tea market is again firm, although there is no actual advance in price. At the London auction on Tuesday, prices were reported "very firm." Teas are said to be of poorer quality, the market is therefore strong on the advances of the last two weeks, and while we are thankful for this lull in the storm it does not imply, by any means, a cessation of rise in prices. Calcutta auction opened a day or two ago on a par with London; prices were very firm and it is reported that Russia is a keen buyer. All rates are exceedingly high. There is no change to report in the Canadian situation. Manufacturers have made no further move to advance prices at present time. Canadian Grocer has pointed out now for some time that with the buying price being paid by Canadian concerns in London and Ceylon the prices to retailers in this country must soon be advanced still more if the tea men are going to make any money and maintain quality.

These are the days when fruit and vegetables are coming into the market in all sorts of varieties. Potatoes are now in from North and South Carolina, Bermuda and Florida, and next week they will be here from Virginia. Meanwhile our own domestic grown potatoes are at a fairly firm price at present, but with the new Canadian crop on the market, probably the old low levels will be resumed.

Strawberries, of which there is a very excellent crop this year, are cheaper and have dropped down to anywhere from 13c to 15c per box. We think this price is still a little high in view of conditions and probably next week will see a further decline. The entrance of Italy into the war has not affected the lemon situation here to any extent. In Italy the shortage of freights has caused an advance of some 2/- a crate, but so far this has not been reflected in the price here. Probably the reason for this is that we are getting so many California lemons and another reason is that the market in Austria and Germany has been shut off to Italy. Valencia oranges are now almost completely taking the place of navels. There is a strong demand for oranges. The call for this fruit all this last six months has been a remarkable feature of the fruit and vegetable market.

Markets in Brief

QUEBEC MARKETS.

FLOUR AND CEREALS—

Flour follows wheat market again.
Manitoba declines 40c per bbl.
Easier feeling in rolled oats.
No declines in feed prices.
Advance in wheat moulee.

FISH AND OYSTERS—

Gaspe salmon declines to 10c.
Halibut and haddock plentiful.
Quote 2¾-3c for haddock.
All lake fish very plentiful.
Scarcity of brook trout likely.

FRUIT AND VEGETABLES—

Plums and peaches offered.
Strawberries decline to 13c quart.
Cherries down to $1.75 box.
No demand for cocoanuts.
Beans, cabbage, cucumbers cheaper.
Mississippi tomatoes arriving.
Crates of celery getting scarce.
Parsley jumps to 50c dozen.

PROVISIONS AND PRODUCE—

Sharp decline in cheese.
Butter weaker, but unchanged.
Market glutted with live fowl.
No changes in meat prices.

GENERAL GROCERIES—

Decline in canned goods prices.
Advance in Barbadoes molasses
Quietness in tea market.
Sultanas and shelled almonds up.
Imported rices not available.
High prices for Java coffees.
Bean market as firm as ever.

ONTARIO MARKETS.

FLOUR AND CEREALS—

Manitoba flour down 40c.
Winter wheat the same.
All cereals show decline.
Good demand for shorts.

FISH AND OYSTERS—

Fresh mackerel plentiful.
Pacific halibut coming.
Good demand for trout.
Whitefish selling well.

PRODUCE AND PROVISIONS—

Butter prices steady.
Tendency to produce more.
New cheese down 3c.
Steady market for new laids.
Prices on broilers down.

FRUIT AND VEGETABLES—

Carolina potatoes here.
Virginias expected next week.
Some tomatoes were spotted.
Cuban pineapples cheap.
No change in lemons from Italy.
Valencia oranges selling.
Strawberries shaded in price.

GENERAL GROCERIES—

Tea prices firm.
Sugar market strong.
No change in dried fruits.
Prices for fall prunes are out.
Stocks of raisins reduced.
Summer drinks beginning to sell.

QUEBEC MARKETS.

Montreal, June 17.—There has been a great deal of selling of canned goods at reduced prices by wholesalers, who are in possession of large stocks of canned goods. This has been predicted

for weeks, but a situation like this was not expected, as it was believed that the consummation of the holding company would have the effect of maintaining the market.

A meeting between representatives of canners and the Montreal Wholesalers' Guild was called for Monday morning. Certain houses were opposed to making a contract for the coming year. The meeting was adjourned for a few hours to give an opportunity to think the matter over, but at five o'clock, Monday, no satisfactory agreement had been arrived at.

It was then agreed that after noon Tuesday members of the guild would be at liberty to buy where they liked, and to sell at any price they liked. Travellers were communicated with early Tuesday morning, and were informed that a contract for the coming season had not been made, and that prices were down. Whereas tomatoes were selling 97½c per doz. up to the Monday, by Tuesday prices were being cut to 82½c.

Other lines of vegetables and fruit may be cut in proportion, and it will take several days for wholesalers to decide on their figures on all lines. For instance, some lines are scarce, and prices will be maintained. Gallon apples, for example, are difficult to procure, as canners have exported heavily to Great Britain. Lower prices on this line are unlikely. There will be other fruits and vegetables likely to remain at old prices. Corn is selling to 80c and peas at 77½c. These figures are for first-class goods, no short weight, for which standard prices were being paid until a few days ago.

It is thought that this cannot last long, as the holding company is practically an accomplished fact, and will be in operation in a fortnight. On the other hand, stocks of canned goods, and especially tomatoes, held in storage in Montreal or contracted for, are large. One concern alone has close on 40,000 cases of canned goods on its hands, and it is estimated that in Montreal there are hundreds of thousands of cases in storage. It will take considerable time to relieve the situation.

SUGAR.—There is little to say regarding sugar this week. The market looks a little firmer, and there seems to be a little more interest shown. Market for raws fluctuates between 3 7/8c and 3 15-16c.

Extra Granulated Sugars—	Per 100 lbs.
100 lb. bags	6 65
20 lb. bags	6 75
2 and 5-lb. carton	6 95
Yellow Sugars—	
No. 3	6 50
No. 1	6 25
Extra Ground Sugars—	
Barrels	7 05
50 lb. boxes	7 25
25 lb. boxes	7 45
Powdered Sugars—	
Barrels	6 85
50 lb. boxes	7 05
25 lb. boxes	7 25
Paris Lumps—	
100 lb. boxes	7 40
50 lb. boxes	7 50
25 lb. boxes	7 70
Crystal Diamonds—	
Barrels	7 30
100 lb. boxes	7 40
50 lb. boxes	7 50
25 lb. boxes	7 70
Cartons and half cartons	8 05
Crystal Dominoes, cartons	8 15

TEA.—After a period of intense excitement, when dealers were laying their hands on almost everything within sight, there is a lull in the buying. This, of course, does not affect the situation at all, prices remaining high on nearly all lines. Prices on Japans are understood to be fairly reasonable. A local situation has had a demoralizing effect in Montreal. One of the biggest retailers is advertising tea at low figures—tea which he bought when the market was down, and which he is now drawing on as required. Advertising at these prices to the consumer has a serious effect on the public, who are being warned by other retailers that prices are rapidly on the up-grade.

DRIED FRUITS.—Figs have started to move well. Wholesalers realizing that this fruit will be scarce next fall, are laying their hands on what they can, and are putting them in storage. It is expected they will be much dearer by September. Box figs, as well as bag figs, are scarce. Currants are firm, but no higher. Sultanas have been raised a further 2c per lb. in the primary market, and prices to retailer might be affected before long. It is not expected there will be any coming out of Smyrna for two years.

EVAPORATED FRUITS.	Per lb.	
Apples, choice winter, 50-lb. boxes	....	0 08
Apples, choice winter, 25-lb. boxes	....	0 08½
Apricots	0 11½	0 12½
Nectarines, choice	....	0 11½
Peaches, choice	0 07½	0 08½
Pears, choice	....	0 13½
DRIED FRUITS		
Candied Peels—		
Citron	0 20	0 21
Lemon	0 13½	0 14
Orange	0 13½	0 14
Currants—		
Amalias, loose	....	0 07½
Amalias, 1-lb. pkgs.	....	0 08
Filiatras, fine, loose, new	....	0 07
Filiatras, packages, new	....	0 08
Vostizzas, loose	....	0 09
Dates—		
Dromedary, package stock, per pkg...	....	0 09
Fards, choicest	....	0 12½
Hallowee, loose	....	0 08
Hallowee, 1-lb. pkgs.	....	0 07½
Figs—		
8 crown, 12 lb. boxes, fancy, layer, lb.	....	0 14
7 crown, 12 lb. boxes, fancy, layer, lb.	....	0 14
6 crown, 12 lb. boxes, fancy, layer, lb.	....	0 13½
1 lb. glove boxes, each	....	0 12
Prunes—		
30 to 40, in 25-lb. boxes, faced	....	0 14
40 to 50, in 25-lb. boxes, faced	....	0 13
50 to 60, in 25-lb. boxes, faced	....	0 12
60 to 70, in 25-lb. boxes, faced	....	0 11
70 to 80, in 25-lb. boxes, faced	....	0 10
80 to 90, in 25-lb. boxes, faced	....	0 09½
90 to 100, in 25-lb. boxes, faced	....	0 09
Raisins—		
Malaga, table box of 22 lbs., 3-crown cluster, $2.60; 5-crown cluater	....	3 60
Muscatels, loose, 3 crown, lb.	....	0 09
Sultana, loose	0 10	0 11
Sultanas, 1-lb. packages	0 11½	0 14
Valencia, selected	....	0 09
Valencia, 4-cr. layer	....	0 09½
Cal. seedless, 16 oz.	....	0 11
Seedless, 12 oz.	....	0 09
Fancy seeded, 16 oz.	....	0 10
Choice seeded, 16 oz.	....	0 09½

Prices quoted on all lines of fruits are liable to be shaded for quantities, according to the state of market.

RICE.—Importers of British rices, who are unable to import, finding prices too high for this market, are placing their orders with Canadian millers. Several big orders have been placed in this country recently for Siam, which will be substituted for Patnas, which are unobtainable at present.

Rangoon Rices—	Per cwt.
Rangoon, "B"	3 70
"C.C."	3 60
India bright	3 85
Lustre	3 95
Fancy Rices—	Per cwt.
Imperial Glace	5 50
Sparkle	6 70
Crystal	5 45
Ice drips	5 80
Snow	5 70
Polished	4 85
Pearl	6 05

Prices are per 100 lbs., packed in bags (250 lbs.), half-bags (100 lbs.), and quarter-bags (50 lbs.); add 10c per 100 lbs. for pockets (25 lbs.), and 20c for half-pockets (12½ lbs.)

Imported Patna.	Per lb.	
Bags, 224 lbs.	0 06	0 06½
Half bags, 112 lbs.	0 05¾	0 06
Quarter bags, 56 lbs.	0 06⅞	0 06⅛
Velvet head Carolina	0 09¾	0 10⅛
Sago, brown	0 06½	0 07
Tapioca—		
Pearl, lb.	0 06½	0 07
Seed, lb.	0 06½	0 07

NUTS.—Possible scarcity of shelled almonds, on account of the war, in Italy has raised the price in the primary market a cent per lb. There is a splendid demand for peanuts, both shelled and in shell. Filberts are quiet. There is little change in walnuts.

Almonda, Tara	0 16	0 18
Grenobles, new	0 14	0 16
Marbots, new	....	0 12
Shelled walnuts, new, per lb.	0 32	0 33
Shelled almonds, 28-lb. boxes, per lb.	....	0 37
Sicily filberts	0 13	0 14
Filberts, abelled	....	0 28
Pecans, large	....	0 18
Brazils, new	....	0 12½
Peanuts, No. 1, 12½c; No. 2	....	0 09½
Peanuts, No. 3	....	0 08½

MOLASSES.—The market advanced this week in Barbadoes, several large buyers getting in before the advance took place. New crop fancy is now costing 42c delivered on wharf Montreal. Retailers are being charged 45c on wharf for puncheons, 47c for barrels and 48c for half barrels. It is becoming apparent that planters have been turning their canes into sugar, and that the output will only be about half what it was last year. Several large dealers continue to offer to retailers at 42c per gallon outside of Montreal, and 45c on the Island.

	Price for Island of Montreal.	
Barbadoes Molasses—	Fancy.	Choice.
Puncheons	.45	.41
Barrels	.48	.44
Half barrels	.50	.46

For outside territories prices range about 3c lower for fancy; nothing for choice.

Carload lots of 20 puncheons or its equivalent in barrels or half barrels, to one buyer, may be sold at "open prices." No discounts will be given.

Corn Syrups—		
Barrels, per lb., 3¾c; ½ bbls., 4c; ¼ bbls.		0 04¼
Pails, 38½ lbs., $1.95; 25 lbs.		1 46
Cases, 2 lb. tins, 2 doz. in case		2 66
Cases, 5 lb. tins, 1 doz. in case		3 00
Cases, 10 lb. tins, ½ doz. in case		2 90
Cases, 20 lb. tins, ¼ doz. in case		2 85
Maple Syrups—		
New, pure, per 8½ lb. tin	0 75	0 80
Pure, in 15 gal. kegs, 8c per lb. or, per gal.		1 15
Maple augar, pure, per lb.	0 10	0 12

COFFEE.—Javas continue extremely high, costing 28c laid down here. It is stated that genuine Javas should cost the retailer around 40c. Our quotations are 31-36c, the lower figure of which is probably low.

Coffee, Roasted—		
Bogotas	0 26	0 30
Jamaica	0 21	0 22
Java	0 31	0 36
Maricaibo	0 22	0 25
Mexican	0 27	0 28
Mocha	0 33	0 36
Rio	0 15	0 17
Santos	0 21	0 23
Chicory, per lb.	0 10	0 12

SPICES.—White peppers are being offered in this market at extremely low

prices, considering the market cost today, especially on packages. Prices for ¼-lb. tins vary from less than a dollar to $1.30. What is the reason for this wide difference is difficult to see. Loose white peppers range from 28c to 35c. Sage is still out of sight, prices being about the same as last week in New York. If the Italians take Trieste, the situation may be relieved. Some of it comes from Marseilles, but that port is very congested. There is some wild sage on the market, which will require to be watched if it is intended to take the place of garden sage. There should soon be a good demand for sage. Cream of tartar continues as high as ever.

	5 and 10-lb. boxes	¼-lb. pkgs. dozen.	¼-lb. tins lb.
Allspice	—0 17	0 70—0 80	—0 24
Cassia	—0 23	0 78—105	—0 31
Cayenne pepper	—0 30	1 08—1 21	—0 36
Cloves	—0 41	1 21—1 31	—0 48
Cream tartar—40-45c.			
Ginger, Cochin	—0 19	——	——
Ginger, Jamaica	—0 23	1 00—1 15	—0 31
Mace	—0 80	1 00—1 15	—1 00
Nutmegs	—0 40	1 08—1 26	—0 75
Pepper, black	—0 20	0 90—1 00	—0 31
Pepper, white	—0 31	1 18—1 20	—0 40
Pastry spice	—0 23	0 95—1 20	—0 31
Pickling spice	—0 20	0 85—1 00	0 80—0 95
Turmeric	0 21—0 23	——	——

Lower prices for pails, boxes or bailers when delivery can be secured.

Cardamon seed, per lb., bulk	2 00	2 50
Carraway—		
Canadian	——	0 13
Dutch	0 15	0 1b
Cinnamon, China, lb.	0 22	0 25
Mustard seed, bulk	0 19	0 23
Celery seed, bulk	0 36	0 40
Cayenne chillies	——	0 35
Shredded cocoanut, in pails	——	0 19½
Pimento, pure	——	0 17

DRIED VEGETABLES.—The bean market continues as strong as ever, wholesalers paying $3.05, $3.10, and up for 3-lb. pickers. Some speculators are taking risks at these high prices, while others are content to buy only what they need.

Beans—		
Canadian, 3-lb. pickers, per bushel	3 25	3 30
Yellow, per bushel	——	3 50
Yellow eyes, per bushel	——	3 50
Lima, per lb.	0 07½	0 08
Peas, white soup, per bushel	2 85	3 00
Peas, split, bag, 98 lbs.	——	5 25
Barley, pot, per bag	——	2 85
Barley, pearl	——	4 50

ONTARIO MARKETS.

Toronto, June 17.—Fruit and vegetable men here have been somewhat disturbed by the poor condition of some of the shipments of Florida tomatoes. An inspector of the Federal Government reports several cars' arrival here in disastrous shape, quite ruined, in fact. It seems a "black rot" or "black speck" has got in its bad work to a greater extent than usual and some shipments have been in poor condition. Apparently the rot can be gathered either on the ground or in transit. Several big buyers in the United States have shared in this misfortune.

Canadian Grocer, some month or so ago, ventured to predict that the Calcutta tea auction would open at unprecedentedly high levels. That this is the case is proved by a cable to a prominent tea concern here, which adds that rates are on a par with present prices at the London auctions. "Russia is a keen buyer," is the reason given. Experts in England say that Russian buying is unprecedently enormous and is proving the greatest factor in keeping up prices. French buying, too, is abnormally high. Meanwhile, though no actual advance was recorded at yesterday's London tea auction, levels are very firm and demand is very heavy.

As this month progresses, trade shows improvement and there is a far more optimistic note heard on the street. The cold weather's continuance has proven a serious drawback to summery lines such as soft drinks, pickles, and the like. A demand for these is, however, at last showing up and from now on ought to assume its due proportions.

SUGAR.—Market here is regarded as too low, and it is said that but for competition we should see higher prices. These, however, have not materialized yet, though their prediction is an old story. Sugar is firm in New York. Raws cannot be held down. French Government is still buying heavily. Cuban crop is in good shape now. Weather has cleared up some and it looks as if the crop won't be more than 12,000 tons behind last year. This is somewhat better than was expected. Buying here is slow. Demand is light and only hand to mouth at best.

Extra Granulated Sugars, Montreal Refined—per 100 lbs.	
100 lb. bags	6 71
20 lb. bags	6 81
10 lb. bags	6 86
2 and 5-lb. cartons	7 00
Nova Scotia refined, 100-lb. bags	6 61
New Brunswick refined, 100-lb. bags	6 71
Extra Ground Sugars—	
Barrels	7 11
50 lb. boxes	7 29
25 lb. boxes	7 41
Powdered Sugars—	
Barrels	6 91
50 lb. boxes	7 11
25 lb. boxes	7 31
Crystal Diamonds—	
Barrels	7 36
100 lb. boxes	7 46
50 lb. boxes	7 56
Cartons (20 to case)	8 11
Cartons (50 to case)	8 61
Crystal Dominoes, cartons	8 11
Paris Lumps—	
100 lb. boxes	7 46
50 lb. boxes	7 56
25 lb. boxes	7 76
Yellow Sugars—	
No. 1	6 31

Barrels granulated and yellow may be had at 5c per cwt. above bag prices.

TEA.—There is no advance in levels at London auction this week, but market is described as very firm. Buying is heavy still and Russia is doing a lot of it. In a letter from its London house, one prominent tea firm received the following information: "It is very evident that Russia is still on the buy. We have heard from several sources that she has purchased practically all the first crop of Monings in China at an advance over last year of 9c per lb." Calcutta market opened at high level; in fact, prices were on a par with those quoted at the London auction. Here again Russian buying is very keen. There is no price change in this (Toronto) market, though at any minute quotations from manufacturers to retailers may be advanced if high prices at London and Colombo continue.

DRIED FRUITS.—Prices on August-September prunes for last year are out but they will not affect market here until the corresponding month of this year. They don't rule till the early fall. Stocks of prunes are low, and there has been a slightly better demand. Raisins are more or less cleaned up. For what is left the demand is keen and because of low stocks prices are firm. Apricots, peaches and peels are all more or less quiet, and buying is hand to mouth.

Apricots—		
Standard, 25 lb. boxes	0 13	0 14
Choice, 25 lb. boxes	0 14	0 14½
Apples, evaporated, per lb.	0 08	0 08½
Candied Peels—		
Lemon	0 13	0 14
Orange	0 13	0 14
Citron	0 19	0 22
Currants—		
Filiatras, per lb.	0 08	0 08½
Amalas, choicest, per lb.	0 08½	0 08¾
Patras, per lb.	0 08¾	0 09
Vostizzas, choice	0 10	0 10½
Cleaned, ½ cent more.		
Dates—		
Fards, choicest, 12-lb. boxes	0 09½	0 10
Fards, choicest, 60-lb. boxes	0 09	0 09½
Package dates	0 06	0 08½
Hallowees	0 07¼	0 07¾
Prunes—		
30-40s, California, 25 lb. boxes	0 14½	0 15
40-50s, 25 lb. boxes	0 12½	0 13½
50-60s, 25 lb. boxes	0 12	0 12½
60-70s, 50 lb. boxes	0 10½	0 11½
70-80s, 50 lb. boxes	0 09	0 09½
80-90s, 50 lb. boxes	0 08	0 09
90-100s, 50 lb. boxes	0 07½	0 08
25 lb. boxes, ½c more.		
Peaches—		
Choice, 50 lb. boxes	0 07	0 07½
25 lb. boxes, ¼c more.		
Raisins—		
Sultanas, choice, new	0 12	0 13
Sultanas, fancy, new	0 14	0 16
Valencia	0 10	0 10½
Seeded, fancy, 1 lb. packets	——	0 10½
Seeded, choice, 1 lb. packets	0 09¾	0 10¼
Seeded, choice, 12 oz.	——	0 08
Seedless, 16 oz. packets	0 10½	0 11
Seedless, 12 oz. packets	——	0 10

NUTS.—There is no change in prices and the market is featureless, except for spasmodic small buying of shelled walnuts and almonds.

	Per lb.	
In Shell—		
Almonds, Tarragona	0 17½	0 18
Brazils, medium, new	0 10	0 11
Brazils, large, washed, new	0 12	0 13
Chestnuts, peck	1 75	2 00
Filberts, Sicily, new	0 13	0 14
Peanuts, Jumbos, roasted	0 12½	0 13½
Peanuts, hand-picked, roasted	0 11	0 11½
Peanuts, fancy, roasted	0 09	0 10
Pecans	0 17	0 18
Walnuts, Grenoble	——	0 18
Walnuts, Bordeaux	0 11	0 12
Walnuts, Marbots	0 13	0 14
Shelled—		
Almonds	0 36	0 37
Filberts	——	0 35
Peanuts	0 11	0 11½
Pecans	0 55	0 60
Walnuts	0 37	0 38

COFFEE.—Situation in the primary market is still easy and—as one man put it—"any change would come with a shock." Cheaper grades are getting some business. Lack of freights is bothering shippers.

Coffee—		
Standard Old Govt. Java	0 36	0 38
Plantation Ceylon	0 32	0 34
Java	0 35	0 40
Arabian Mocha	0 34	0 37
Guatemala	——	0 30
Bucramanga	0 30	0 32
Mexican	0 30	0 32
Maricaibo	0 26	0 28
Jamaica	0 24	0 26
Santos	0 19	0 22
Rio	0 16	0 18
Chicory	——	0 14

SPICES.—With the exception of a little firmness in black and white peppers, which we have noted for some weeks now, the market is featureless. Ginger and cream of tartar are easier.

Spices—	Compound, per lb.	Pure, per lb.
Allspices, ground	—0 10	—0 15
Allspices, whole	——	—0 15
Cassia, whole	——	0 21—0 23
Cassia, ground	0 14—0 16	0 21—0 26
Cinnamon, Batavia	——	0 27—0 29
Cloves, whole	——	0 28—0 33
Cloves, ground	0 18—0 22	0 28—0 35

Cream of tartar	0 25—0 35	0 40—0 45
Curry powder	....—....	....—0 26
Ginger, Cochin	0 15—0 17	0 17—0 19
Ginger, Jamaica, ground	0 18—0 21	0 23—0 25
Ginger, Jamaica, whole	....—....	0 25—0 28
Ginger, African, ground	....—....	0 14—0 18
Mace	....—....	0 80—1 05
Nutmegs, brown, 64s, 52c; 80s, 42c; 100s	....—....	....—0 30
Nutmegs, ground ,bulk, 45c; 1 lb. tins	....—....	....—0 50
Pastry spice	....—....	0 22—0 25
Peppers, black, ground	0 14—0 18	0 19—0 24
Peppers, black, whole	....—....	0 20—0 22
Peppers, white, ground	0 19—0 24	0 32—0 36
Peppers, white, whole	....—....	0 30—0 33
Pickling spice	....—....	....—0 15
Turmeric	....—....	0 18—0 20

RICES AND TAPIOCA. — Market shows no change at all. Tapioca is easier.

Rice—		
Rangoon "B," per cwt.	....	3 48
Rangoon, per cwt.	3 50	4 00
Rangoon, fancy, per cwt.	....	5 00
Patna, fancy	0 07½	0 09
Tapioca—		
Pearl, per lb.	0 07	0 07½
Seed, per lb.	0 07	0 07½
Sago, brown, per lb.	....	0 05½

MANITOBA MARKETS.

WINNIPEG, June 17.—Ample rains over the entire West followed by warm weather have put crop conditions as regards the Canadian West in excellent shape. The North-West Grain Dealers' Association sums up the increase in acreage in wheat at 14 per cent., making a total of 12,500,000 acres; this at a yield of 20 bushels would give 250,000,000 for the increased yield. Even at the low average of 15 bushels per acre it figures out a crop of 187,500,000. Wheat prices have since May 24 had a heavy decline but this was to be expected as a reaction. On the whole it is not improbable that farmers will get $1 per bushel for wheat—a price that stands for a good profit.

Generally in the grocery trade country business is holding up well. Times are somewhat dull in the city. The removable of some 5,000 troops has had an effect and industrial conditions are quiet. At the same time low water mark has been reached and there is more confidence in the general situation than was apparent two weeks ago.

SUGARS.—The situation in sugar is a matter of serious attention to the wholesale trade here and fears are entertained as to the future. There is a general opinion that $10 per cwt. will be the outcome of the war conditions. It is understood that deals in futures have been heavy in New York and that sugar bulls are confident of their position. With the preserving season near at hand it looks like firmer market here. Last week's advance of 5 cents all round still holds.

	Per cwt. in sacks.
Sugar, Eastern—	
Standard granulated	7 05
Extra ground or icing, boxes	7 90
Extra ground or icing, bbls.	7 70
Powdered, boxes	7 70
Powdered, bbls.	7 50
Hard lump (100-lb. cases)	8 00
Montreal, yellow, bags	6 65
Sugar, Western Ontario—	
Sacks, per 100 lbs.	7 05
Halves, 50 lbs., per cwt.	7 15
Bales, 20 lbs., per cwt.	7 20
Powdered, 50s	7 45
Powdered, 25s	7 80
Icing, barrels	7 75
Icing, 50s	8 00
Icing, 25s	8 05
Cut loaf, barrels	7 85
Cut loaf, 50s	8 10
Cut loaf, 25s	8 35
Sugar, British Columbia—	
Extra standard granulated	7 00
Bar sugar, bbls.	7 15
Bar sugar, boxes	7 40
Icing sugar, bbls.	7 35
Icing sugar, boxes	7 60
H. P. lumps, 100-lb. cases	7 85
H. P. lumps, 25-lb. boxes	8 10
Yellow, in bags	8 10
Corn Syrup—	
2s, per case 2 doz.	2 73
5s, per case 1 doz.	3 13
10s, per case ½ doz.	3 01
20s, per case ¼ doz.	3 02
B. C. Cane Syrups—	
2-lb. tins, 2 doz. to case, per case	3 75
5-lb. tins, 1 doz. to case, per case	3 60
10-lb. tins, ½ doz. to case, per case	3 50
20-lb. tins, 3 tins to case, per case	3 25

(These prices prevail in Winnipeg, Calgary, Regina, Moose Jaw and Lethbridge. For Edmonton and Saskatoon they are 5c case higher.)

Molasses—	Per gal.
Barbadoes	0.53
New Orleans	0.34

Maple Syrups—	Per case.
Imperial quarts, case, 2 doz.	5 40
Imperial, ½ gals., 1 doz.	5 55
New, pure, ½ gal. case	9 00
New, pure, ½ gal., quarts, case 2 doz.	9 70
New, pure, quart bottles, case 2 doz.	9 75

DRIED FRUITS.—New apricots are expected on the market within the next two weeks. Prunes are steady but should ease up when fresh stone fruits come on the market. On the whole demand is a little slack.

Apples, evaporated, new, 50's	....	0 08½
Apricots, choice, 25's	....	0 14
Apricots, choice, 10's	....	0 14½
Apricots, standard, 25's	....	0 12
Currants—		
Dry clean	....	0 07¾
Washed	....	0 08¼
1 lb. package	....	0 08⅞
2 lb. package	....	0 17⅝
Vostizzas, bulk	....	0 10
Dates—		
Hallowee, loose, per lb.	....	0 09
Hallowee, 1 lb. pkgs.	....	0 07¾
Fard dates, 12-lb. boxes	....	1 25
Peaches—		
Standard, 25-lb. boxes	....	0 07¼
Choice, 25-lb. boxes	....	0 07½
Choice, 10-lb. boxes	....	0 08½
Raisins, Muscatels—		
3 crown, loose, 25's	....	0 09
3 crown, loose, 50's	....	0 08¾
Raisins, Valencias—		
Fine selected	....	2 60
Four crown layers, F.O.S.	....	2 35
Choice, seeded, lb.	....	0 11¼
Fancy seeded, lb.	....	0 11
12-oz. packages, fancy	....	0 08¾
12-oz. packages, choice	....	0 08¼
Raisins, Sultanas—		
Corinthian Giants	....	0 13¼
Superfine	....	0 12½
Finest	....	0 10⅞
Fine	....	0 10¼
Prunes, in 25-lb. boxes—		
90 to 100	....	0 08¼
80 to 90	....	0 08¾
70 to 80	....	0 09⅜
60 to 70	....	0 10
50 to 60	....	0 11
40 to 50	....	0 11⅝
Table Layer Figs—		
7-crown, 3-lb. boxes, per lb.	....	0 15½
5-crown, 10-lb. boxes, per lb.	....	0 15
5-crown, 10-lb. boxes, per lb.	....	0 13¾
4-crown, 10-lb. boxes, per lb.	....	0 13
3-crown, 10-lb. boxes, per lb.	....	0 12⅜
Glove boxes, per doz.	....	1 00
Cooking figs, taps, about 5 lbs., lb.	....	0 07¼
Cooking figs, choice naturals, 28-lb. bags	0 07	0 07⅛

RICE AND TAPIOCA.—Sago and tapioca are firm and up to 6½. There is nothing new in rice. Further advances in sagos and tapiocas are expected by the trade.

Rice and Tapioca—		
No. 1 Japan, per lb.	....	0 04¾
No. 2 Japan, per lb.	0 04¾	0 04⅝
Siam, per lb.	0 03⅞	0 04
Patna, per lb.	0 07	0 07¼
Carolina, per lb.	....	0 08½
Sago pearl, per lb.	....	0 06½
Tapioca, pearl, per lb.	0 05¾	0 06½

NUTS.—There is as usual a fairly brisk demand for peanuts with the opening of parks and summer resorts and though a week of rainy weather has hampered trade, that is only an incident. Confectioners' shelled lines are in fair demand.

Nuts—		
Brazil, new stock	....	0 15
Tarragona almonds	....	0 19
Peanuts, roasted Jumbos	0 12½	0 14
Peanuts, choice	....	0 10
Pecans	....	0 22
Marbot walnuts	....	0 14½
Sicily filberts	....	0 14¾
Shelled almonds	....	0 41
Shelled walnuts	....	0 41

BEANS.—The western consumption of beans is not up to average as contracting orders are comparatively small. At the same time Ontario is depended upon for future supplies as the war has cut off all Austrian stock. There is therefore a fairly strong situation but no changes as yet in quotations.

Beans—		
Canadian, hand picked	3 85	3 95
Three-lb. pickers	3 55	....
California Lima Beans—		
Bag lots	....	0 08½
Less than bag lots	....	0 08½
Barley—		
Pot, per sack, 96 lbs.	....	3 30
Pearl, per sack, 98 lbs.	....	4 30
Peas—		
Split peas, sack, 98 lbs.	....	6 00
Sack, 40's	....	3 02
Whole peas, bushel	....	2 90

BRITISH COLUMBIA MARKETS.

By Wire.

Vancouver, June 17.—Grocers are busy selling fruit for preserving season. Rolled oats are down 40c a sack, and oatmeal is 50c lower. Local millers have also reduced hard wheat flours 30c, and pastry flours 35c a barrel. Business is fairly good.

PRODUCE AND PROVISIONS.	
Butter, creamery, per lb.	0 35
New Zealand cubes	0 36½
New Zealand brick	0 37
Cheese, per lb., large	0 21
EGGS—	
Local fresh	26 c
Extra selected	21 c
Vancouver Island	26 c
Lard, 3's, per case	8 75
Lard, 5's, per case	8 67
Lard, 10's, per case	8 64
Lard, 20's, each	3 05

GENERAL.	
Almonds, shelled, lb.	0 45
Beans, Ontario, per lb.	06¼c
Beans, Lytton	06¼c
Cream of tartar, lb.	50 c
Cocoanut, lb.	18½c
Cornmeal, bail	$3 00
Evap. Apples, 50's	08¾c
Flour, 49's, bbl.	7 65
Lemons, box	4 25
Potatoes, per ton	20 00
Rolled oats, bail of 80 lbs.	3 45
Onions, lb.	02¾c
Oranges, box	2 75
Rice, 50's, sack	3 00
Sugar, standard, gran., per cwt	1 90
Sugar, yellow, per cwt.	7 44
Walnuts, shelled, lb., 40c; Almonds	42 c

CANNED GOODS.	
Apples, gals. 6|case	$1 62
Beans, 2's	2 05
Corn, standard, per 2 dozen case	2 10
Peas, standard, per 2 dozen case	2 05
Plums, Lombard, 2'a, case	1 90
Peaches, 2½'s, case	4 50
Strawberries and raspberries, 2's, case	4 80
Tomatoes, standard, per dozen, case	2 20

SALMON.	
Sockeye, 1's, 4 doz. case	$9 00
Sockeye, ½'s, 8 doz. case	10 75
Cohoes, 1's, 4 doz. case	4 75
Humpbacks, 1'a, 4 doz. case	4 00

DRIED FRUITS.	
Apricots, per lb., 13½c; Apples, lb.	08¾c
Currants, per lb., 08½c; Raisins, seeded, lb.	10 c
Prunes, 70-80, 25'a, lb.	08¾c
Peaches, per lb.	07 c
White Figs, per lb.	06 c

ALBERTA MARKETS (CALGARY).

By Wire.

Calgary, June 17.—Lower prices are probable in future peaches and prunes. Immediate prunes are strong. Cheese is easier, buyers holding off. Strawberries are now at their best and an early termination of the season is expected. Raspberries are coming in fine shape at $3. Canteloupes on market at $6. One mill has dropped flour 50c, others 15c, making flour $3.65 to $3.75. Rolled oats are down 30c to $3.70 and

$3.30. Crops in Southern Alberta never looked better. Business is good generally. Lemons are up to $4.50. Cheese is 20c. Gallon apples strengthened to $1.85 and evaporated to 9½c lb.

Fruits—		
Strawberries, crate, 24 pints	....	3 00
Raspberries, crate, 24 pints	....	3 00
Cherries, 8-lb. box	....	2 25
Cantaloupes, crate	....	6 00
Oranges, case	3 75	4 00
Lemons, case	....	4 50
General—		
Beans, small white Japan, lb.	....	0 06½
Beans, Soya, per lb.	....	0 04¼
Flour, No. 1 patent, 98's	3 65	3 75
Rolled oats, bail	....	3 70
Rolled oats, 80s	....	3 30
Rice, Siam, cwt.	....	4 00
Potatoes, No. 1 white, B.C., bushel	....	0 75
Sugar, pure cane, granulated, cwt.	....	7 55
Shelled walnuts, finest halves, lb.	....	0 40
Shelled walnuts, broken, lb.	....	0 30
Produce and Provisions—		
Cheese, new Ontario, large, per lb.	....	0 20
Butter, No. 1 creamery, lb.	....	0 26
Butter, No. 1 dairy, lb.	....	0 20
Eggs, new laid, doz.	....	0 20
Lard, pure, 3s, per case	....	9 00
Lard, pure, 5s, per case	....	8 93
Bacon, smoked backs, per lb.	....	0 19
Bacon, smoked bellies, per lb.	....	0 21
Canned Goods—		
Tomatoes, 3s, standard, case	....	2 55
Corn, 2s, standard, case	....	2 10
Peas, 2s, standard, case	....	2 10
Tomatoes, gals., case	....	2 00
Apples, gals., Ontario, case	....	1 85
Strawberries, 2s, Ontario, case	....	4 90
Raspberries, 2s, Ontario, case	....	4 50
Salmon, finest sockeye, talls, 48x1s, per case	....	10 00
Salmon, pink, talls, 48x1s, per case.	....	12 25
Dried Fruits—		
Evaporated apples, 50s, per lb.	....	0 09½
Peaches, choice, 25s, per lb.	....	0 08
Apricots, choice, 25s, per lb.	....	0 15
Pears, choice, 25s, per lb.	....	0 14

ALBERTA MARKETS (EDMONTON).

(By Wire.)

Edmonton, June 17.—Trade continues brisk, possibly owing to prospects of an excellent crop. Cereals of all descriptions are weak and there is a decline of rolled oats, partly due to price cutting on part of jobbers and millers rather than to natural decline of the market. The action of jobbers of buying cheese from hand-to-mouth is justified by market, Ontario cheese declining two or three cents. The cause is attributed to stoppage of imports from Old Country. Flour is now $3.50 to $3.60. Dairy butter is easier.

Produce and Provisions—		
Cheese, new, lb.	0 20	0 21
Butter, creamery, per lb.	....	0 30
Butter, dairy, No. 1, 19c; No. 2	....	0 14½
Lard, pure, 3's, per case	....	9 00
Lard, pure, 5's, per case	....	8 95
Lard, 10's, per case	....	8 90
Lard, pure, 20's, each	....	2 93
General—		
Beans, Ontario, per busbel	3 75	3 90
Beans, Japan, per busb.	3 90	4 15
Coffee, whole roasted, Rio	....	0 16
Evaporated apples, 60's	0 09	0 09½
Potatoes, per busb.	0 65	0 70
Rolled oats, 20's, 86c; 40's	....	1 68
Rolled oats, bail, $3.75; 80's	....	3 30
Flour, 98's	3 50	3 60
Rice, per cwt.	....	3 85
Sugar, standard gran., per cwt.	7 55	7 65
Sugar, yellow, per cwt.	....	7 15
Canned Goods—		
Apples, gals., case	....	1 50
Corn, standard, per two dozen	2 00	2 10
Peas, standard, 2 dozen	....	2 10
Plums, Lombard	....	2 20
Peaches	....	3 25
Strawberries, $4.45; raspberries	....	4 00
Tomatoes, standard, per dozen	....	2 50
Salmon, sockeye, 4 doz. talls, case, 1s	....	7 50
Cohoes, 1's, $5.75; bumpbacks, 1's	....	4 35
Fruits—		
Lemons	....	4 50

SASKATCHEWAN MARKETS.

(By Wire.)

Regina, June 17.—Crop reports issued by the Department of Agriculture state that crops are making slow but satisfactory progress. The average height of wheat is nine inches, barley four and flax two inches. Weather has been rather cold and cloudy, allowing grain to root well. However, warmer weather is needed. Frosts have occurred but little damage done to the grain. Markets remain quiet, but a further drop of probably 20 cents per barrel is expected in flour. Flour has continued to drop since May 1. Business is reported good and merchants are preparing for camping and summer holiday trade.

Produce and Provisions—		
Butter, creamery, per lb.	....	0 26
Butter, dairy, No. 1	....	0 19
Cheese, per lb., large	....	0 21¾
Eggs, new laids	....	0 18
Lard, 3's, per case	....	8 90
Lard, 5's, per case	....	8 85
Lard, 10's, per case	....	8 80
Lard, 20's, eacb	....	2 90
General—		
Beans, Ontario, per busbel	....	3 75
Coffee, whole roasted, Rio	0 17	0 17½
Cream of tartar, lb.	....	0 45
Cocoanut, lb.	....	0 19
Cornmeal, bail	....	2 80
Apricots, per lb.	....	0 12
Evap. apples, 50's	....	0 08⅞
Flour, 98's	....	3 75
Potatoes, Ont., bush.	....	0 85
Rolled oats, bail of 80 lbs.	....	3 10
Rice, per cwt.	....	3 90
Sugar, standard, gran., per cwt.	....	7 44
Sugar, yellow, per cwt.	....	7 04
Walnuts, shelled, 41c; almonds	....	0 41
Canned Goods—		
Apples, gals., case	....	1 39
Broken beans, 2's	....	2 55
Beans	....	2 2A
Corn, standard, per 2 dozen	....	2 28
Peas, standard, per 2 dozen	....	2 28
Plums, Lombard	2 15	2 28
Peacbes	....	3 21
Strawberries, $4.33; Strawberries	....	4 73
Tomatoes, standard, per case	2 15	2 60
Salmon—		
Sockeye, 1's, 4 doz. case	....	9 85
Sockeye, ½'s	....	12 35
Cohoes, 1's	....	6 00
Humpbacks, 1's	....	4 60
Fruits and Vegetables—		
Apples, fancy, box	....	2 25
Grapefruit, per crate	....	4 50
Sweet potatoes, per crate	....	4 50
Lemons	....	5 25
Oranges, Valencias	4 00	4 50
Pineapples, case	....	4 75
Potatoes	....	0 80
Celery	....	0 11
Dried Fruits—		
Currants, per lb.	....	0 08⅝
Prunes, 70-80, 25's, lb.	....	0 10½

NEW BRUNSWICK MARKETS.

By Wire.

St. John, June 17.—Flour market is the chief matter of interest locally. A sharp decline last week was made, and buyers are wary, with purchases light—hand-to-mouth variety. Dealers will not be surprised if a further decline occurs because of favorable crop reports and export conditions. There is a stiffer market for beans, with a slight increase in hand-picked to $3.60 and $3.65. Yellow are $3.65 to $3.75. There is little demand for barreled beef, which is easier at $24-$25. Molasses is firmer, with indication it will so remain. There is a slight rise to 40c and 41c. Bottom is apparently out of egg market on account of plentiful supplies. They are down 3c. There was a fall of 25c in oatmeal owing to lesser calls. Cheese is slightly steadier at 18½c to 19c. Business is generally fair.

Produce and Provisions—		
Bacon, breakfast, per lb.	0 20	0 23
Bacon, roll, per lb.	....	0 17
Beef, barrel	24 00	25 00
Beef, corned, 1's	2 75	3 35
Pork, American clear, per bbl.	25 00	28 75
Pork, domestic, per bbl.	25 00	27 50
Butter, dairy, per lb.	0 26	0 28
Butter, creamery, per lb.	0 29	0 31
Eggs	0 16	0 17
Lard, compound, per lb.	0 11¼	0 11½
Lard, pure, per lb.	0 13¾	0 14
Cheese, new	0 18½	0 19
Flour and Cereals—		
Cornmeal, gran.	....	5 75
Cornmeal, ordinary	....	1 85
Flour, Manitoba, per bbl.	....	8 15
Flour, Ontario	....	7 35
Rolled oats, per bbl.	....	7 75
Oatmeal, standard, per bbl.	....	8 00
Fresh Fruits and Vegetables—		
Lemons, Messina, box	....	7 60
Oranges, Val., case	4 00	5 50
Potatoes, bbl.	1 35	1 45
Sugar—		
Standard granulated	....	6 80
United Empire	....	6 50
Brigbt yellow	....	6 60
No. 1 yellow	....	6 30
Paris lumps	....	7 60
Lemons, Messina, box	....	....
Beans, band-picked, bush.	3 60	3 65
Beans, yellow eyes, per bush.	3 65	3 75
Canned pork and beans, per case	2 60	2 90
Molasses, Barbadoes, gal.	0 40	0 41
Cream of tartar, per lb., bulk	0 40	0 41
Currants	0 08¾	0 09
Rice, per cwt	4 00	4 25

A. N. P. A. ON FREE PUBLICITY EVIL.

The American Newspaper Publishers' Association at their recent annual meeting adopted the following resolution regarding the free publicity evil:—

"Whereas, newspapers have but two commodities for sale, namely, circulation and advertising space, and whereas press agents and some few advertising agents continue the practice of importuning newspapers to print certain advertising matter prepared in news style for the ostensible purpose of increasing the news of the day, while the real purpose of the copy is to secure the use of the news coulmns to convey inspired messages to the public, the American Newspaper Publishers' Association in convention assembled;

"Resolved, that the practice of seeking free news space for the furtherance of business publicity is unethical and tends to lessen the friendly relations existing between the newspaper management and those who seek to secure publicity by such means, and be it further

"Resolved, that a copy of this resolution be forwarded to those who continue such practice."

Sergeant Frank Lightbound of the Victoria Rifles, Montreal, has enlisted in the 60th Battalion for service at the front. He is the son of T. H. Lightbound, assistant secretary-treasurer of St. Lawrence Sugar Refineries, Ltd., who has been connected with that company for over 26 years.

DID NOT RETURN CANADIAN GROCER.

MacLean Publishing Co., Ltd.:

Dear Sirs,—Your favor of the 3rd inst. to hand and contents noted. I did not return any copy of The Canadian Grocer. I missed one issue and if it has been returned to you it must have been through a mistake of a postmaster. I am well pleased with the paper, which I consider the very best trade paper in Canada, and am anxious to continue to receive it.

Yours truly,
THOMAS LANGLOIS.

Riviere-du-Loup Sta., Que.

Editorial note.—A short time ago one of the copies of The Canadian Grocer which was sent to Mr. Langlois was returned, and on writing him to find out the reason the above letter was received.

No Advance in Messina Lemons

Despite Italy Being in the War, it is Not Expected Lemon Prices Will Go Up—No Market in Austria and Germany for Them—Canadian Strawberries in and Will Soon Dominate the Market—New Imported Potatoes Cheaper—Mississippi Flat Tomatoes Coming.

MONTREAL.

FRUIT.—The market on some lines declined early this week on account of over supply. The warm weather of the past ten days has brought out large varieties of vegetables and fruit. New plums were one of the features of the market. These arrived in boxes of 4 baskets, at $2.50, which price will probably be down to $2 by the week end. Peaches arrived in boxes of 6 baskets, worth $3.50, and will no doubt be offered at $3 by the end of the week. Cherries were selling for $1.75, which is a drop of 25c per box. The quality of these fruits is good. Strawberries dropped to 13c for quart boxes, and will likely decline again. Lemons are quoted the same, and the warm weather will keep the market up. Spies are being offered now only in boxes at $2.50. Bananas, large bunches, are worth $2. They are cheaper, as more are arriving. There are no grapes offering except hothouse at a dollar. California lemons are not offered freely. There are a few pears, mostly arriving by express, for the high-class grocers. Cocoanuts are quoted $4.25-$4.50, with very little demand.

Apples—		
Ben Davis, No. 1, bbl.	....	5 50
Spies, No. 1, bbl.	....	7 00
Spies, box	....	2 50
Bananas, crate	....	2 00
Cocoanuts, sack	....	4 00
Grapefruits, case	....	4 00
Grapes, Belgium hothouse, lb.	....	1 00
Lemons—		
Messina, Verdelli, extra fancy, 300 size	3 25	3 50
Limes, box	....	1 50
Oranges—		
Valencias, Cal., late, 126-250	....	4 00
Cal., Seedlings, 96-126-150-176-200-216-250-288-324	3 50	3 75
Sorrento, 200-300 size box	....	3 25
Mexican, 126-150-176	....	3 25
Pineapples, 18-24 and 30-36	2 25	2 50
Peaches, box 6 baskets	....	3 50
Plums, box 4 baskets	....	2 50
Strawberries, per qt cup	....	0 13
Cherries, California, box	....	1 75

VEGETABLES. — Among the lines which declined this week were beans, cabbage, new potatoes, cucumbers and head lettuce. Green beans are now $1.50 per basket, and wax beans $2. New potatoes took the biggest drop of all, being quoted now at $5, and will probably be lower by the week end. Shortly they will be within the range of the average grocer. Cabbage fell to $1.50 per crate. Cucumbers are now $2 per basket. Florida tomatoes are now about done. Mississippi flats will be on the market next week in crates of 4 baskets, bringing $1.50. They are arriving green, but are nice—about 18 lbs. Hothouse tomatoes are quoted at 15c lb. They have hitherto been too dear. There are about ten prices for asparagus: American at $4 doz., Chateauguay at $3, some Western stuff at $1.50 basket, and others. No. 2 cauliflower, very small, are bringing $1 doz.; good ones cost $1.75-$2. Crates of celery are scarce, and nearly done—quotations $3.50; washed celery $1.50 doz. Head lettuce $1.75 box 2 doz., a decline of 25c. Mushrooms are down to $2 basket, or 50c lb. Bermuda and Texas white onions are down to $1.75. Shallots are worth about 2c per bunch, very little demand. Parsley is up to 50c doz. bunches. Old potatoes remain at the same price. New turnips are 50c doz. bunches; old ones have advanced to $1.25 per bag. Business in fruit and vegetables is fair all round.

Asparagus, Canadian, doz. bunches	2 50	3 00
Beets, new, doz. bunches	....	1 00
Beets, bag	....	0 25
Beans, wax, basket	....	2 00
Beans, green, basket	....	1 50
Cabbage, new, crate	....	1 50
Carrots, bag	....	1 00
Carrots, new, doz.	....	0 90
Cauliflower, Canadian, doz.	1 00	2 50
Cucumbers, fancy, basket, 6 doz.	....	2 00
Celery, Florida, crate	....	3 50
Celery, washed, doz.	....	1 50
Horseradish, Canadian, lb.	0 10	0 15
Head lettuce, per box 2 doz.	....	1 75
Curly lettuce, per box 3 to 4 doz.	1 00	1 50
Mushrooms, 4 lbs., basket	....	2 00
Onions—		
Bermuda, 50-lb. crate	....	1 75
White, Texas, crate	....	1 75
Parsnips, new, doz. bunches	....	0 35
Parsley, Canadian, doz. bunches	....	0 50
Peppers, green, 3½-qt. basket	....	0 75
Potatoes—		
Montreal, bag	....	0 55
Green Mountain	....	0 65
New, bbl.	....	5 00
Potatoes, sweet, Jersey, bpr.	....	2 75
Radishes, doz.	0 05	0 15
Rhubarb, hothouse, doz.	0 15	0 20
Spinach, Canadian, box	....	0 50
Turnips, bag	....	1 25
Turnips, new, doz. bunches	....	0 50
Tomatoes, Mississippi, crate, 4 baskets	....	1 50
Tomatoes, hothouse, lb.	....	0 15
Watercress, Canadian, doz.	....	0 30

TORONTO.

FRUITS.—Despite the fact that Italy has been in the war for some weeks now, there has been practically no change in the lemon market, so far as local prices are concerned. In Italy, of course, lemons are higher by some 2s. a crate, due to a shortage of bottoms, but here the quotations remain about the same. There are probably two reasons for this, one being that we are getting considerable California lemons, and the other that the market in Austria and Germany has been shut off to Italy. This means that she has that many more lemons to spare for the rest of us. It is reported, however, that the Italian crop is only about a 75 per cent. one, so that it is not likely we shall see any reduction in prices at least.

California Valencia oranges have completely taken the place of the California navels. These are selling at $4. The market this week contains fair supplies of both imported and Canadian strawberries. Both are selling at from 13 to 15 cents a box, but it will be only a short time now before the market is supplied entirely by Canadian. From all reports the Canadian strawberry crop is a good one, and recent rains will help it along. The rains, however, tend to make the strawberries sandy, which means a shading in quality. The pineapple season has been a splendid one, and many are still selling. Cuban pineapples are selling to the trade at from $2.75 to $3, whereas the Porto Rico pine is worth a little more—$3.25 a case. Apples are practically off the market.

Bananas, per bunch	1 50	2 25
Cocoanuts, sack	4 00	4 25
California cherries, box	2 50	2 75
Oranges—		
California Valencias	....	4 00
Lemons, Messinas	3 25	3 50
Lemons, California	....	3 50
Limes, per 100	....	1 60
Pears—		
California, box	....	3 25
Pineapples, Porto Rico, case	....	3 25
Pineapples, Cuban	2 75	3 00
Strawberries, qt. box	0 13	0 15

VEGETABLES.—The Vegetable market is well supplied with a great many varieties. New potatoes are in from North and South Carolina and Bermuda, and next week they will be here from

(Continued on page 39.)

Haddock Touches Low Level

Sold in Montreal This Week to the Trade at 2¾ to 3c Per Pound—Halibut Arriving From B.C. by the Carload—Fresh Mackerel Plentiful and a Good Seller—Consumption of Fish Increasing.

MONTREAL.

FISH AND OYSTERS.—Gaspe Salmon is arriving in large quantities, and as a consequence prices have tumbled to 10c per lb. The height of the season is expected this week, and higher prices are expected after next week until the first week in July. Halibut is more plentiful this week, prices running about the same. Haddock, due to larger supplies and comparatively small demand, has declined to figures which have not been recorded for some time, jobbers offering at 2¾-3c lb. More of this fish should be sold at these prices, as it is one of the most reasonably priced foods obtainable, as 1 lb. of haddock is equal to 1 lb. of lean beef. All kinds of lake fish are plentiful, and in every line the market has a tendency to ease off. The question seems to be more how to get rid of over-supplies than a question of prices in the case of lake fish. In the month of June, there is always some line of lake fish which is very plentiful, or which has a record price. This year is not exceptional, but it has a feature which was not expected, that is, an abundance at once of nearly all the lines of lake fish. It cannot be said, taking everything into consideration, that the demand is not large; in fact, the consumption of fish is daily increasing, and if prices are not maintained, it is only due to the accumulation of stock. There is a good demand for all kinds of canned fish on account of the good trade for outings, picnics and outdoor sports. Canned lobsters are still very low, and with an average packing, prices are not going to improve. Lobsters, and all kinds of crustaceans, are maintaining prices, with the demand only an average one. Receipts of brook trout are much less, and a scarcity will be felt before long if the spell of hot weather lasts.

TORONTO.

FISH.—Fresh mackerel is plentiful on the market this week and comparatively cheap. Wholesale fish men are making a big feature of it. Halibut is coming along rapidly from the Pacific Coast, one firm selling over a carload in four and a half days. Whitefish and trout are plentiful, with a fair demand. There is also some beautiful salmon coming from British Columbia, known among the trade as the Blood Red variety. The demand for this is growing, and the same applies to cod and haddock.

SMOKED FISH.

	Montreal	Toronto
Haddies, per lb., new cured	.07½-.08	.08-.09
Haddies, 15-lb. and 30-lb. boxes, lb.	.07-.07½	.08-.09
Haddies, fillets, per lb.	.10	.12
Haddies, Niobe, boneless, per lb.	.08½	...
Herring, Ciscoes, per lb.	.10	.12
St. John bloaters, 100 in box	1.10	....
Yarmouth bloaters, 60 in box	1.20	....
Smoked herrings, medium, box	.20	...
Smoked boneless herrings, 10-lb. box	1.10	...
Kippered herrings, selected, 60 in box	1.50	1.25-1.60
Smoked salmon, per lb.	.25	.12
Smoked halibut	...	.10

FROZEN FISH—SEA FISH.

	Montreal	Toronto
Salmon—		
Gaspe, large, per lb.	.14	18
Red, steel heads, per lb.	.12	.12-.13
Red, sockeyes, per lb.	.12	...
Red, Cohoes or silvers, per lb.	.08-.08½	.11
Pale qualla, dressed, per lb.	.07-.07½	.08
Halibut, white western, large and medium, per lb.	.08½-.09	.09½
Halibut eastern, chicken, per lb.	.09-.09½	.09
Mackerel, bloater, per lb.	.07½-.08	.09
Haddock, medium and large, lb.	.03½-.04	.05
Market codfish, per lb.	.03½	...
Steak codfish per lb	.04-.04½	.09
Canadian soles, per lb.	.06	....
Blue fish, per lb.	.15-.16	...
Smelts	.09	.05
Herrings, per 100 count	3 00	...
Round pike	.05-.06½	...
Grass pike	.06	...

DRIED AND PREPARED FISH.

Dried codfish, medium and small, 100 lb.	7 00	7 50
Dried bake, medium and large, 100 lb.	6 00	....
Dried pollock, medium and large, 100 lb.	6 00	....
Dressed or skinless codfish, 100-lb. case.	7 25	8 00
Boneless codfish, 2-lb. blocks, 20-lb. bxs., per lb.	0 08	0 08
Boneless codfish, 2-lb. blocks, 20-lb. bxs., per lb.	0 07	0 07
Boneless codfish, strips, 20-lb. boxes	0 12	0 10
Shredded codfish, 12-lb. boxes, 24 cartons, a box	1 80	1 80
Boneless codfish, in 2-lb. and 3-lb. boxes	0 15	0 15

BULK OYSTERS, CLAMS, ETC.

Standard, solid meats, gal.	1 80	....
Standard, bulk, gal.	1 50	1 40
Selects, per gal., solid meat	2 00	2 50
Best clams, imp. gallon	1 50	....
Best scollops, imp. gallon	2 00	2 25
Best prawns, imp. gallon	2 25	....
Best shrimps, imp. gallon	2 25	....
Sealed, best standards, qt. cans, each	0 40	....
Sealed, best select, quart cans, each	0 50	....

CLAMS, MUSSELS AND SHELL FISH, CRUSTACEANS, ETC.

Cape Cod shell oysters, per bbl.	11 00	....
Canadian cultivated oysters, bbl.	8 00	10 00
Clams, per bbl.	6 00	8 00
Live lobsters, small	0 14	0 35
Live lobsters, medium and large, lb.	0 17	0 35
Little necks, per 100	1 25	1 50
Soft shell crabs	....	2 25

FRESH SEA FISH.

	Montreal	Toronto
Halibut	11 —12	9½—10
Haddock, fancy, express, lb.	4 — 4½	6
Mackerel, each	16 —18	13 —20
Steak, cod, fancy express, lb.	5½— 6	7 — 9
Herrings, Gaspereaux	2	....
Flounders	5	0 09
Salmon, Western	0 18	15 —18
Salmon, Eastern	0 13	0 22

FRESH LAKE FISH.

Carp, lb.	0 06	....
Pike, lb.	0 07	0 07
Brook trout	0 22	0 28
Perch, lb.	0 06	0 07
Suckers, lb.	0 05	0 05
Whitefish, lb.	0 12	0 12
Herrings lb.	0 04	0 07
Lake trout, lb.	0 11	9 —10
Dressed bullheads	0 12	....
Eels, lb.	0 10	0 08
Frogs, medium, lb.	0 20	0 20
Frogs, large, lb.	0 40	0 45

FROZEN—LAKE AND RIVER.

Whitefish, large, per lb.	.08½-.09	.07-.08
Whitefish, small tullibees, per lb.	.05½-.06	...
Lake trout, large and medium, lb.	.09	.10
Dore, dress or round, lb.	.08	.09-.10
Pike, dressed and headless, lb.	.06 -.06½	.07
Pike, round, per lb.	.05½-.06	.06-.07

PICKLED FISH.

Salmon, Labrador, tierces, 300 lb.	20 00	....
Salmon, Labrador, bbls., 200 lbs.	14 00	....
Salmon, Labrador, half bbls., 100 lbs.	7 50	....
Salmon, B.C., bbls.	13 00	14 00
Sea trout, Baffin's Bay, bbls., 200 lbs.	12 00	....
Sea trout, Labrador, bbls., 200 lbs.	12 00	....
Sea trout, Labrador, half bbls., 200 lbs.	6 50	6 50
Mackerel, N.S., bbls., 200 lbs.	12 00	....
Mackerel, N.S., half bbls., 100 lbs.	7 00	....
Mackerel, N.S., pails, 20 lbs.	1 75	2 00
Herrings, Labrador, bbls.	6 00	6 25
Herrings, Labrador, half, bbls.	3 25	3 25
Lake trout, 100-lb. kegs	6 00	6 00
Quebec sardines, bbls.	6 00	....
Quebec sardines, half bbls.	3 50	....
Tongues and sounds, per lb.	0 07½	....
Scotch herrings, imported, half bbls.	8 00	....
Holland herrings, imp'td milkers, hf bbls	8 00	....
Holland herrings, imp'ted milkers, kegs	0 95	0 75—1 00
Holland herrings, mixed, half bbls.	7 00	....
Holland herrings, mixed, kegs	0 85	0 70—0 95
Lochfyne herrings, box	1 35	....
Turbot, bbl.	14 00	....
Green cod, No. 1, bbl.	10 00	10 00
Green cod, No. 2, bbl.	8 50	8 50

OFFICERS OF NEW PERTH R.M.A.

Perth, Ont., June 17.—(Special.)—A branch of the Retail Merchants' Association was formed here last week, under the direction of Eric C. Jamieson. The following officers were elected:—

President—H. M. Shaw (grocery and dry goods).

Vice-President—P. Hope, of Hope & Sons (hardware and stove dealer).

Secretary—T. Farmer (grocer).

Executive Committee—Mr. Rudd, of Rudd & Neilson (jeweller); Mr. Hart (bookseller and stationer); Mr. James, of James & Reid (hardware and motor supplies); Mr. Glossop (boots and shoes); W. S. Robertson (druggist); J. T. Conway (dry goods and groceries).

S. P. Parsons, president of the British American Oil Co., has been elected 2nd vice-president of the Canadian Manufacturers' Association.

New Cheese Drops About 3 Cents

Stocks Have Apparently Accumulated on Exporters' Hands—Market Was Likely Too High for Heavy Consumption in Old Country—Cured and Cooked Meats Firm—Butter Being Bought for Storage, and Some Eggs Are Still Being Stored.

MONTREAL.

PROVISIONS.—Trade is good, and there is little change to note in the market either for cured meats or for lard. It is understood that the British market is down, which may have an influence on prices here.

Hams—		
Small, per lb.		0 19
Medium, per lb.		0 18½
Large, per lb.		0 17
Backs—		
Plain, bone in		0 23
Boneless		0 25
Peameal		0 25
Bacon—		
Breakfast, per lb.		0 22
Roll		0 17
Shoulders, bone in		0 15
Shoulders, boneless		0 16
Cooked Meats—		
Hams, boiled, per lb.		0 28
Hams, roast, per lb.		0 2[illegible]
Shoulders, boiled		0 25
Shoulders, roasted		0 26
Dry Salt Meats—		
Long clear bacon, 50-70 lbs.		0 15½
Long clear bacon, 80-100 lbs.		0 14½
Flanks, bone in, not smoked		0 15½
Barrelled Pork—	Per bbl.	
Heavy short cut mess		26 00
Heavy short cut clear		26 00
Clear fat backs		29 00
Clear pork		27 00
Lard, Pure—		
Tierces, 350 lbs. net		0 12¾
Tubs, 50 lbs., net		0 13½
Boxes, 50 lbs., net		13
Pails, wood, 20 lbs., gross		0 13¼
Pails, tin, 20 lbs. gross		0 13¾
Cases, 10 lbs., tins, 60 in case		0 13½
Cases, 3 and 5-lb. tins, 60 in case		0 14¾
Bricks, 1 lb. each		0 15¼
Lard, Compound—		
Tierces, 375 lbs., net	0 09¾	0 10
Tubs, 50 lbs., net		0 10½
Boxes, 50 lbs., net		0 10¾
Pails, wood, 20 lbs., net		0 10¾
Pails, tin, 20 lbs., gross		0 10¾
Cases, 10-lb. tins, 60 in case		0 11½
Cases, 3 and 5-lb. tins, 60 in case		0 11½
Bricks, 1 lb., eacb		0 12½
Hogs—		
Dressed, abattoir killed	13 75	14 25

BUTTER.—Pastures and general conditions are excellent, and the quality of butter arriving is excellent. The general opinion is that we are in the flush of the season, and prices are not likely to go lower during June. It is certain, however, that the Western Canada market is closed to the East, which is not expecting much of any business this year. The quantity of creamery in the West has increased two or three times over last season, which is supplying their principal markets. They are even offering dairy butter to Montreal.

Butter—		
Finest creamery		0 28
Dairy prints		0 23
Dairy, solids		0 22
Separator prints		0 22
Bakers'		0 19

CHEESE.—There has been a big change in this market, prices having dropped in the country from 2c to 2½c lb. These conditions simply mean that prices in the British market are too high, and consumption has been curtailed on this account. Deliveries of cheese are phenomenal, being the largest for a number of years. Again, exporters are having difficulty in making shipments on account of the scarcity of boat space. Quotations on old cheese are unchanged, but on new make are 2c to 3c lower.

Cheese—		
Old make		0 22
New make		0 18
Old specials, per lb.		0 22
Stilton		0 19

EGGS.—Receipts continue large, and storing has practically ceased. There is ample supply for all needs. The quality is fair, but they are showing the effects of heat. Quotations unchanged.

Eggs, case lots—		
Stamped		0 24
Selects		0 23
No. 1's		0 22
No. 2's	0 17	0 18

HONEY.—Inquiries are expected for honey in a month's time. Up to the present the demand has not been marked.

Honey—		
Buckwbeat, in bbls.		0 08½
Buckwheat, 60 lb. tins		0 09
Buckwheat, 10 lb. tins		0 10
White clover, bbl.		0 11½
White clover, large tins		0 12
White clover, small tins		0 12

POULTRY.—There have been large deliveries of live poultry during the past week, particularly of fowl. The hens have about got through laying, and the farmer is not willing to feed them all through the summer. The large receipts have knocked down prices. There is a good demand for live fowl, but not at the high prices which prevailed a few weeks ago. It looks as if there will be cheaper prices for fowl from now on, and for live stock generally. Prices on ducklings are about the same, and it will depend on how supplies come in whether quotations will be lower than 23-28c. It does not take much to supply the demand, and it would not take much to bring down the market. Live broilers are in good demand, 3-3½ lbs. pair bringing $1-1.25. For broilers weighing less than 3 lbs. pair there is small demand, and prices are 60-75c. Frozen stock generally remain about the same.

Poultry—		
Frozen stock—		
Fowl, 5 lbs. and over	0 17	0 18
Fowl, small	0 13	0 16
Turkeys, fancy	0 20	0 25
Ducks	0 16	0 18
Geese	0 13	0 15
Pigeons, pair	0 30	0 35
Fresh stock—		
Fowl, dressed	0 18	0 20
Spring broilers, dressed, pair	1 00	1 25
Squabs, pair	0 50	0 60
Live stock—		
Fowl, 5 lbs. and over	0 14	0 15
Fowl, small	0 12	0 14
Turkeys	0 15	0 16
Ducks, old	0 16	0 18
Geese	0 09	0 10
Ducklings, 3 lbs.	0 23	0 28

TORONTO.

PROVISIONS.—Apart from a stiffening in prices of cooked hams and shoulders, there are few quotable changes in the provision markets this week. It should, however, be borne in mind that prices of live hogs are firm, and will likely hold so throughout the summer. This means that prices of cured and cooked meats will be well maintained and occasionally advanced between now and September at least, on account of this being the big season for consumption of these lines. Live hogs, off cars, are quoted at $9.65 a hundred, and dressed at around $14, and during the next couple of months there will be a considerable shortening up in supplies. Export demand is, of course, good, and a number of large packers are paying much more attention to this than in ordinary times. Another factor which means strength to this market is the shipping of Eastern hogs to Western Canada, which has already been pointed to in these columns. For the last couple of years the West has been able to produce sufficient hogs to supply their own demand.

Hams—		
Light, per lb.	0 18	0 19
Medium, per lb.	0 17	0 17½
Large, per lb.	0 14½	0 15
Backs—		
Plain, per lb.	0 22	0 23
Boneless, per lb.	0 24	0 25
Pea meal, per lb.	0 25	0 25
Bacon—		
Breakfast, per lb.	0 20	0 23
Roll, per lb.	0 14	0 15½
Shoulders, per lb.	0 14	0 14½
Pickled meats—1c less than smoked.		
Dry Salt Meats—		
Long clear bacon, light	0 13¾	0 14
Cooked Meats—		
Hams, boiled, per lb	0 26	0 27
Hams, roast, per lb.	0 27	0 28
Shoulders, boiled, per lb.	0 23	0 24
Sboulders, roast, per lb.	0 23	0 24
Barrelled Pork—		
Heavy mess pork, per bbl.	25 00	26 00
Sbort cut, per bbl.	26 00	27 00

Lard, Pure—		
Tierces, 400 lbs., per lb.	0 12	0 12½
Tubs, 60 lbs.	0 12½	0 13
Pails	0 12¾	0 13¼
Tins, 3 and 5 lbs., per lb.	0 13¼	0 13¾
Bricks, 1 lb., per lb.	0 14¼	0 14¾
Lard, Compound—		
Tierces, 400 lbs., per lb.	0 09	0 09½
Tubs, 50 lbs., per lb.	0 10½	0 10¾
Pails, 20 lbs., per lb.	0 10¾	0 11
Hogs—		
Dressed, per cwt.	....	14 00
Live, per cwt., off cars	....	9 65

BUTTER.—There is not a great deal of change in the butter market. The make is heavy and packers are buying for storage, and current demands are being filled with little difficulty. Prices remain steady. Probably due to the fact that cheese is down two or three cents a pound from a week ago, there has been a tendency to produce more butter, but the price of cheese when the butter fat is taken into consideration, is still better than that of butter.

Butter—		
Creamery prints, fresh made	0 28	0 29
Dairy prints, choice, lb.	0 22	0 24
Dairy solids, lb.	0 21	0 23
Bakers', lb.	0 18	0 20

CHEESE.—New cheese is down three cents from a week ago, and this represents the higgest drop in the market for many weeks. The price quoted last week was the highest in many years. This, of course, was due to war conditions; and it is likely that exporters have been finding it difficult to get sufficient space to store and to the fact that cheese has been accumulating that the drop has occurred. The production is, of course, quite large. There is little old cheese on the market, and for what there is, the high prices quoted are warranted by the demand.

Cheese—		
Old large, per lb.	0 21	0 22
Old twins, per lb.	0 21½	0 22½
New, large, per lb.	0 16½	0 17
New, twins, per lb.	0 17	0 17½

EGGS.—Readers will notice in our quotations this week a change in the basis of quoting eggs. For a long time eggs have been graded differently by different firms, and it was only recently that the produce men got together and decided on a uniform grading. This, in so far as fresh-gathered are concerned, includes specials, extras, No. 1's and No. 2's. The specials include the eggs in cartons; the extras are the "select" of the past, and No. 1's are strictly new laid. The market is steady, with few changes in quotations and the production is average. There is some exporting, and some storage still being done on account of the cool weather that has been prevailing.

Eggs—		
Specials (in cartons), doz.	0 23	0 24
Extra (selects)	0 22	0 23
No. 1s (straight new laids)	0 21	0 22
No. 2	0 17	0 18
Cracked	0 16	0 17

POULTRY.—So far as live poultry is concerned, there are only some old fowl and gobblers coming on the market, and spring broilers running from a pound and a half to two pounds each. The old fowl include last year's birds, which are being marketed now. The market for spring broilers is easy, on account of the demand being not too good. Some time ago spring broilers were up to 40 and 45 cents a pound, whereas now they are being quoted at about half that price.

Poultry (Dressed)—	Frozen dressed.
Chickens	0 17—0 20
Fowl	0 14—0 16
Ducks	0 16—0 18
Turkeys	0 20—0 28
Poultry—	Live.
Old fowl	0 10—0 12
Spring broilers, 1½ to 2 lbs each	0 20—0 25
Old turkeys	0 15—0 16

HONEY.—There is little new in the honey situation, and no price changes whatever to record.

Honey—		
Buckwheat, in bbls.	0 07	0 07¾
Buckwheat, in tins	0 07¼	0 00
Strained clover	0 12½	0 00
Comb honey, No. 1, doz.	3 00	0 00
Comb honey, No. 2, doz.	2 40	0 00

WINNIPEG.

PROVISIONS.—In bacon, hams, lard and cooked meats there is a steady trade but no new features to report. The market has been steady for some time and is in a rut that it will take some jar to shift from. Trade in poultry is quiet. Cheese is featureless.

Hams—		
Light, per lb.	0 18	0 18½
Medium, per lb.	0 17½	0 18
Large, per lb.	0 15	0 15½
Backs, clear, per lb.	0 20	0 23
Bacon—		
Breakfast, per lb.	0 18½	0 23
Shoulders, per lb.	0 13½	0 14½
Dry Salt Meats—		
Long clear bacon, light	0 13½	0 14
Cooked Meats—		
Hams, boiled, per lb.	0 26	0 27
Shoulders, boiled, per lb.	0 22	0 23
Barrelled Pork—		
Heavy pork, per bbl.	25 00	26 00
Short cut, per lb.	26 00	27
Lard—		
Tierces	....	0 13½
Tubs	....	6 88
Pails	....	2 77
Cases, 5s	....	8 47
Cases	....	8 70

BUTTER.—Butter is naturally weak in June—the month of grass—and there is a further decline. Quotations are:

Creamery	0 25	0 26
Best dairy	0 18	0 20
Cooking	0 12	0 15

EGGS.—Supplies are plentiful and Winnipeg jobbers are handling product at a lower figure than for some time. The quotation is:

Eggs—		
New laid	....	0 15

CHEESE.—The strength in the cheese market is maintained, but some think it is slightly easier than it has been.

Cheese—		
New, large	....	0 20
New, twins	0 20½	0 21

POULTRY.—There are plenty of supplies coming in to meet the demand for poultry, which is not as large as usual at this time of the year.

Fresh Stock—		
Turkeys, per lb.	0 13	0 15
Chickens, per lb.	0 11	0 15
Fowls	0 10	0 12

FRUIT AND VEGETABLES.

(Continued from page 36.)

Virginia. Reports are to the effect that the crop in Virginia is a heavy one, and prices will be comparatively low. Old potatoes are a shade firmer than they have been, but it will not be long before the new Canadian crop is on the market, and this will mean the old will again fall off in price.

Reports have been received from various parts of the United States to the effect that many tomatoes this year were spotted and this was the experience of Toronto importers as well. These are now, however, all off the market and in fact only lasted about a week or ten days. The tomatoes are coming now from Texas, Florida and Mississippi. Mississippi flats in four-basket carriers are quoted at $1.50 a crate. There are a few Canadian hothouse on the market, but not sufficient to have any hearing whatever on the price. In fact, the imported tomatoes affect the price of the Canadian hothouse.

Next Monday will likely see the fruit and vegetable men on Front, Church and Colborne streets located in their summer home in the big market at the foot of Yonge street. It always means when these men get into summer quarters the summer fruit and vegetable season begins in earnest.

Asparagus, Canadian, baskets	1 50	2 00
Beets, imported, doz. bunches	....	0 60
Beets, hamper, 2 doz. bunches	1 25	1 50
Beans, green, hamper	....	2 25
Beans, wax, hamper	2 00	2 25
Cabbage, new, crate	2 00	2 25
Carrots, bag, old	0 50	0 75
Carrots, new, hamper	1 50	1 75
Cucumbers—		
Slicing, hothouse, dozen	....	1 25
Hampers	....	2 00
Celery, California, doz.	....	1 25
Mushrooms, per lb.	0 60	0 90
Water cress, 11-qt. basket	....	0 50
Onions—		
Can., 75-lb bags	1 25	1 50
Can., 100-lb. sacks	2 50	2 75
Egyptian, crate	4 75	5 00
Bermudas, crate	1 50	1 75
Green peppers, basket	....	0 75
Potatoes, N.B. Delawares	0 65	0 70
Potatoes, Ontario, bag	0 60	0 65
Potatoes, Carolina, bbl.	....	5 00
Potatoes, new, hamper	2 25	2 50
Parsley ,basket, 11-qt.	0 30	0 35
Tomatoes, Florida, crate	2 75	3 25
Tomatoes, Mississippi flats, 4-bkt. carriers	....	1 50
Turnips, bag	0 35	0 50
Lettuce, leaf	0 20	0 30
Lettuce, Boston, head, small, doz.	0 90	1 00
Lettuce, Canadian Lead, doz.	0 50	0 75
Parsnips, Canadian, bag	0 55	0 65
Rhubarb, outside, doz. bunches	0 25	0 30
Spinach, busbel	....	0 25

WINNIPEG.

FRUITS AND VEGETABLES.—The fruit trade is fairly active and wholesale fruit dealers are fairly well satisfied with conditions. Strawberries are firmer. Valencia oranges are steady and apples scarce and dear. There is no stone fruit on the market except cherries. Pineapples are plentiful and reasonable.

Apples—		
Washington	2 25	3 25
Bananas, lb.	....	0 05
Cocoanuts, doz.	....	1 00
Cherries, per box (10 lbs.)	....	3 50
Lemons, Cal., case	5 00	5 50
Oranges, Valencias	4 50	4 75
Med. Sweets	4 25	4 50
Pineapples, per case	....	4 50
Strawberries—		
Hood River, crate	....	4 00
Tomatoes, Florida	....	4 50

VEGETABLES.—Locally grown fresh vegetables are now taking the place of imported and such lines as radishes, onions, lettuce and parsley are much cheaper. Potatoes are steady; turnips are up to 90 cents a bushel. Garlic is selling at 40 cents per lb. It has sold here as low as 3 cents. The market is well supplied in all lines.

Potatoes, car lots, bushel	....	0 60
Potatoes, small lots	....	0 70
nions, Washington, sack	....	3 50
Onions, Australian, sack	....	4 00
Florida tomatoes, case	....	4 50

Flour Down Another 40 Cents

Predictions Made in These Columns Coming True—Due to Crumble of the Wheat Market—Rolled Oats Easier—Splendid Grain Crops in U.S., and Good Yields Expected in Canada.

MONTREAL.

FLOUR.—The wheat market continued to decline, and inside of a week the flour market followed with another decline of 40c, making a total decline of 90c per bbl. inside of a week. Millers are now asking $7.30 for Manitoba first patents, $6.80 for second patents, and $6.60 for strong bakers. Winter wheat flour also declined 40c to 50c per bbl., quotations on which vary widely. Local and country demand fell off with the first decline, and has continued small right along. Apparently dealers' stocks are not very low. For choice winter wheat patents they are asking $7.90 per cent.'s in wood $6.60 to $6.70, and 90 per cent.'s in bags $3 to $3.10. It would not be surprising to see a demand spring up one of these days, and the market go up again. Other influences may keep the wheat market down, and flour too.

Manitoba Wheat Flour—	Per bbl. of 2 bags
First patents	7 30
Second patents	6 80
Strong bakers	7 60

Flour in cotton sacks, 10 cents per barrel more.

Winter Wheat Flour—	Car lots.	Small lots.
Fancy patents	7 00	7 20
90 per cent in wood	6 60	6 70
90 per cent., in bags	3 00	3 10

CEREALS.—In sympathy with the weakness in the oat market, a weaker feeling developed in the market for rolled oats. There was considerable cutting of prices to secure what business is going, which is not large now that the summer is here, prices declining 25c to 50c per barrel.

Cornmeal—	Per 98-lb. sack
Gold dust	2 50 2 55
Unbolted	.... 2 25
Rolled Oats—	90's in jute.
Small lots	3 20 ....
25 bags or more	3 15 ....
Packages, case	.... 4 75

Rolled oats in cotton sacks, 5 cents more.

Oatmeal—fine, standard and granulated, 10 per cent. over rolled oats in 90s, in jute.

Rolled Wheat—	100-lb. bbls.
Small lots	.... 3 90
Hominy, per 98-lb. sack	.... 2 75
Corn flour, bag	.... 3 05
Rye flour, bag	3 00 3 20
Barley, pot	2 50 2 75

FEEDS.—There have been no declines in bran and shorts here, the demand being apparently fairly good, and offerings light. Good middlings are in fair demand, but dealers are not disposed to pay current prices. Wheat moulee is inclined to be scarce, and prices are from $1 to $2 higher.

Mill Feeds—	Per ton
Bran	26 00
Shorts	28 00
Middlings	30 00
Wheat moulee	38 00
Feed flour, bag	2 50
Mixed chops, ton	28 00
Crushed oats, ton	43 00
Barley, pot, 98 lbs.	2 85
Oats, chop, ton	43 00
Barley chop, ton	37 00
Feed oats, cleaned, Manitoba, bush.	0 73
Feed wheat, bag	2 30

TORONTO.

FLOUR.—It is not surprising that we have to report a decline this week in the price of flour, which applies alike to Manitoba and winter wheat and amounts to 40c. Manitoba first patents are now, therefore, worth $7.20 and winter wheat $6.40. At such levels the market is dead easy and little business is being done either at home or abroad. Buyers in this country are apparently well stocked: either that or else they are looking for a still further decline and are holding off till the same materializes. So that domestic market conditions were not influential in bringing about the decline.

Again it was sympathetic to the wheat market, which continues to crumble. The new crop and the fact that European buyers are holding off are responsible for this. The crop prospects are so excellent that they are depressing values. Most winter wheat in the United States is either harvesting or has been harvested, and it has been a surprisingly good crop. It is estimated at roughly six hundred and fifty million bushels. Spring wheat, too, is in excellent shape and will amount to around two hundred and seventy million bushels. With a total of 951,000,000 bushels prospects look good. This compares with 891,000,000 last year and that was thought to be mighty good. Some evidence of the bear influences at work is afforded by the fact that at present writing wheat is worth $1.03. Last week it was worth $1.28. Cash wheat is worth $1.13. We do not prophesy either higher or lower levels. Prophesy is a dangerous game in wheat circles these days.

Manitoba Wheat Flour—	Small lots. per bbl.	Car lots. per bbl.
First patents	7 40	7 20
Second patents	6 90	6 70
Strong bakers	6 70	6 60

Flour in cotton sacks, 10c per bbl. more.

Winter Wheat Flour—	Small lots. per bbl.	Car lots. per bbl.
Fancy patents	6 60	6 40
90 per cent.	6 40	6 20
Straight roller	6 20	6 00
Blended flour	6 20	6 20

CEREALS.—These are the days of following suit. Practically every cereal in the bunch has changed this week, and in every case a lower figure is registered. Naturally, the declines are sympathetic to the wheat antics. Rolled oats are down to $3 and are easy at that. Split peas are easier by half a dollar; demand is only hand to mouth. Corn flour is lower by about 45c. Hominy alone is unchanged.

Barley, pearl, 98 lbs.	....	5 00
Buckwheat grits, 98 lbs.	4 15	4 25
Corn flour, 98 lbs.	2 55	2 75
Cornmeal, yellow, 98 lbs.	2 25	2 40
Graham flour, 98 lbs.	3 30	3 40
Hominy, granulated, 98 lbs.	....	3 00
Hominy, pearl, 98 lbs.	....	3 00
Oatmeal, standard, 98 lbs.	....	3 50
Oatmeal, granulated, 98 lbs.	....	3 50
Peas, Canadian, boiling, bush.	2 80	2 90
Peas, split, 98 lbs.	....	4 75
Rolled oats, 90-lb. bags	3 00	3 20
Rolled wheat, 100-lb. bbl	3 85	4 00
Rye flour, 98 lbs.	3 10	3 25
Whole wheat flour, 98 lbs.	3 30	3 40
Wheatlets, 98 lbs.	3 65	3 75

MILL FEEDS.—Shorts and middlings are both very scarce and the protracted cold weather has made an unusually good demand for these. The market is still quite firm at quoted levels.

Mill Feeds—	Mixed cars, per ton
Bran	25 00 26 00
Shorts	27 00 28 00
Middlings	30 00 32 00
Wheat moulee	.... 30 00
Feed flour, per bag	1 85 1 90
Oats—	
No. 3, Ontario, outside points	0 65 0 61
No. 3, C.W., bay ports	.... 0 67

WINNIPEG.

FLOUR AND CEREALS.—Flour has had a drop of 30 cents, a total decline of 70 cents since the middle of May. It is still, however, $1.70 higher than at the outbreak of war. Rolled oats are not as yet down any but are not likely to hold. Prices to-day are:

Flour—	
Best patents, per bbl.	.... 7 20
Bakers	.... 6 70
Clears	.... 5 80
XXXX	.... 4 70
Rolled oats, 80 lbs.	.... 3 30
Cornmeal, 98 lbs.	.... 2 35

S. Anderson, grocer, Ottawa, is succeeded by L. Baker.

E. W. Wills, grocer, Dresden, Ont., has sold to Nelson Perry.

QUALITY—Our Watchword

It is always our aim to give the best possible value for the money expended. We recognize that the buying public of to-day demand QUALITY. Therefore we do not consider cost in marketing any of our products. Price is a secondary consideration.

Our Goods Have Merit

Our many customers recognize the QUALITY of all our bulk and package cereals and flour. Let us quote you prices on the following:

SPLIT PEAS
POT BARLEY
PEARL BARLEY
BROSE MEAL
GRAHAM FLOUR
WHEATLETS
GLUTEN FLOUR
BEANS
BOILING PEAS
CORN MEAL
WHOLE WHEAT FLOUR
CUT OATMEAL
TILLSON'S PREMIUM
AND PAN DRIED OATS
QUALITY OATS

DAIRY FEED
CRACKED CORN
BRAN
SHORTS
CALFINE
RAINBOW FLOUR
GOLD SEAL FLOUR
LILY FLOUR
GOLDIE'S STAR FLOUR
PURITAN FLOUR
ECHO FLOUR
WHITE DOVE FLOUR
TILLSON'S "SCOTCH"
FINE CUT OATMEAL
AND "SCOTCH"
HEALTH BRAN

We guarantee lowest prices consistent with the highest Quality. If you are not already a customer give us a trial order. Remember we sell only Canadian products.

MADE IN CANADA
BY CANADIANS

CANADIAN CEREAL AND FLOUR MILLS, LIMITED
TORONTO, ONTARIO

Canadian Wheat the World's Best

The finest wheat in the world is grown in Canada. This wheat is perfectly adapted to the manufacture of alimentary pastes.

L'ETOILE
(Star)

and

Hirondelle
(Swallow)

brands of macaroni and vermicelli

MADE-IN-CANADA

from the finest of the world's best wheat.

This, coupled with the fact that we have the most up-to-date plant and equipment, is the reason of high standard of quality maintained by these brands.

Order from your wholesaler.

C. H. Catelli, Limited

MONTREAL

AGENTS

Tees & Persse, Limited, Winnipeg
C. C. Mann, Toronto

QUOTATIONS FOR PROPRIETARY ARTICLES

SPACE IN THIS DEPARTMENT IS $56 PER INCH PER YEAR

BAKING POWDER.

WHITE SWAN SPICES AND CEREALS, LTD.

	Per doz.
5c. Tins, 4 doz., to case, weight 10 lbs.	$0 40
4 oz. Tins, 4 doz. to case, weight 20 lbs.	0 65
6 oz. Tins, 4 doz. to case, weight 25 lbs.	0 90
8 oz. Tins, 4 doz. to case, weight 35 lbs.	1 30
12 oz. Tins, 4 doz. to case, weight 48 lbs.	1 60
16 oz. Tins, 4 doz. to case, weight 70 lbs.	2 25
3 lb. Tins, 2 doz. to case, weight 85 lbs.	5 00
5 lb. Tins, 1 doz. to case, weight 80 lbs.	9 50

COOK'S FRIEND BAKING POWDER.

W. D. McLaren, Limited.

In Cartons—	Per doz.
No. 1 (25c size), 4 doz. cs.	$2 25
No. 1 (25c size), 2 doz. cs.	2 30
No. 10 (20c size), 4 doz. cs.	1 80
No. 10 (20c size), 2doz. cs.	1 85
No. 8 (15c size), 4 doz. cs.	1 30
No. 2 (10c size), 6 doz. cs.	0 80
No. 2 (10c size), 3 doz. cs.	0 85
No. 3 (5c size), 4 doz. cs.	0 45

Also in tins. Prices on application.

ROYAL BAKING POWDER.

Size	Bbl. lots Less than 10 case lots Per doz.	or 10 cases and over Per doz.
Dime	$ .95	$ .90
4-oz.	1.40	1.35
6-oz.	1.95	1.90
8-oz.	2.55	2.50
12-oz.	3.85	3.75
16-oz.	4.90	4.80
2½-lb.	11.60	11.35
3-lb.	13.60	13.35
5-lb.	22.35	21.00

Barrels—when packed in barrels one per cent. discount will be allowed.

FOREST CITY BAKING POWDER.

6-oz. tins	$0 75
12-oz. tins	1 25
16-oz. tins	1 75

BLUE.

Keen's Oxford, per lb.	$0 17
In 10-lb. lots or case	0 16

COUPON BOOKS — ALLISON'S.

For sale in Canada by The Eby-Blain Co., Ltd., Toronto; C. O. Beauchemin & Fils, Montreal. $2, $3, $5, $10, $15 and $20. All same price, one size or assorted.

UN-NUMBERED.

100 books and over, each	0 03½
500 books to 1,000 books	0 03

For numbering cover and each coupon, extra per book, ½ cent.

CEREALS.

WHITE SWAN

	Per case
Biscuit Flour (Self-rising) 2 doz. to case, weight 70 lbs.	$3 00
Buckwheat Flour (Self-rising), 3 doz. to case, weight 70 lbs.	3 00
Pancake Flour (Self-rising), 3 doz. to case, weight 70 lbs.	3 00
Breakfast Food, 2 doz to case, weight 85 lbs	4 50
King's Food, 2 doz to case, weight 95 lbs	5 50
Wheat Kernels, 2 doz. to case, weight 65 lbs.	3 75
Barley Crisps, 3 doz. to case, weight 50 lbs.	3 00
Flaked Rice, 3 doz. to case, weight 50 lbs.	3 00
Flaked Peas, 3 doz. to case, weight 50 lbs.	3 00

DOMINION CANNERS, LIMITED.

Aylmer Pure Jams, 16 oz. Jars	Per doz.
Strawberry, 1914 pack	$2 20
Raspberry, red, heavy syrup	2 10
Black currant	2 10
Red Currant	2 10
Peaches	2 10
Pear, Bart.	2 10

Aylmer Pure Jellies.

Red Currant	2 10
Black Currant	2 10
Crabapple	1 45
Raspberry and red currant	2 10
Raspberry and gooseberry	2 10
Raspberry and gooseberry	2 10
Plum jam	1 85
Green Gage plum stoneless	1 85
Gooseberry	1 85
Grape	1 85

Aylmer Marmalade

Orange Jelly	1 60
Lemon	1 60
Pineapple	1 90
Ginger	2 25

Aylmer Pure Preserves—Bulk	5 lbs.	7 lbs.
Strawberry	0 72	1 00
Black currant	0 65	0 85
Raspberry	0 65	0 85

Aylmer 14's and 30's per lb.

Strawberry	0 14
Raspberry	0 14

COCOA AND CHOCOLATE.

THE COWAN CO., LTD.

Cocoa—	
Perfection, 1-lb. tins, doz.	4 50
Perfection, ½-lb. tins, doz.	2 40
Perfection, ¼-lb. tins, doz.	1 25
Perfection, 10c size, doz.	0 90
Perfection, 5-lb. tins, per lb.	0 37
Soluble bulk, No. 1, lb.	0 21
Soluble bulk, No. 2, lb.	0 19
London Pearl, per lb.	0 22

Special quotations for Cocoa in barrels, kegs, etc.

(Unsweetened Chocolate).

Supreme chocolate, ½'s, 12-lb. boxes, per lb.	0 35
Perfection chocolate, 20c size, 2 doz. in box, doz.	1 80
Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz.	0 90
Sweet Chocolate—	Per lb.
Queen's Dessert, ¼'s and ½'s, 12-lb. boxes	0 40
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, ¼-lb., 6 and 12-lb. boxes	0 35

A Man is Judged by the Company He Keeps!

But a merchant is judged by his merchandise. This is particularly applicable to Food Products.

The Purity and General Excellence of PURE FOOD PRODUCTS are a matter of public record (reports are obtainable from the Department of Inland Revenue, Ottawa).

Gold Standard

These lines should be in every High-Grade Grocery Stock:

GOLD STANDARD, "THE-CHAFFLESS-COFFEE"
GOLD STANDARD PACKAGE TEAS
GOLD STANDARD FLAVORING EXTRACTS
GOLD STANDARD SALAD DRESSING
GOLD STANDARD BAKING POWDER
GOLD STANDARD JELLY POWDERS
GOLD STANDARD SPICES AND HERBS
GOLD STANDARD BULK COFFEES

The finest equipped Food Products Factory in Western Canada, combined with the Premier Wholesale Grocery House of the West, is at your service.

THE CODVILLE COMPANY, LIMITED

WINNIPEG BRANDON SASKATOON MOOSE JAW

All Canada is Aglow with the Made-in-Canada Fever

How is it Affecting You?

This idea is gathering momentum daily and the grocer who makes the best of it is the one who will win out with a full cash drawer and a growing business.

The five Made-in-Canada lines here shown represent the leaders in their respective fields—Condensed Milk and Coffee. Their value as sales-producers and repeat business-getters is thoroughly established in the trade. Don't be content to stock them, but get them in the limelight by displaying and pushing them as Canada's original products.

We deliver 5-case lots to any point in Ontario, Quebec and Maritime Provinces, prepaying freight up to 50c per 100 lbs.

Note these prices:

St. George Brand Coffee, 2 doz. in case	$4.80
St. George Evaporated Milk, 4 doz. in case	3.60
Banner Condensed Milk, 4 doz. in case	5.25
Princess Condensed Milk, 4 doz. in case	4.50
Premier Skimmed, 4 doz. in case	3.80

ORDER NOW.

The Malcolm Condensing Co., Limited, St. George, Ont.

Out-of-Town Orders

Some of your customers will be leaving for their summer homes.

Let us book up your order for small-sized "Star" Brand Hams and also English Breakfast Bacon. Also Pure Kettled Lard in 3-lb. and 5-lb. tins.

F. W. Fearman Co., Limited
HAMILTON

Place your order now for new pack sardines

Owing to increasing demand and decreasing supply, it is advisable to place your orders now for

KING OSCAR
BRAND
SARDINES

The new pack of this popular brand commences in July and to avoid disappointment you should make sure of your supply now.

Consult your jobber.

CANADIAN AGENTS
J. W. BICKLE & GREENING
(I. A. Henderson)
HAMILTON - CANADA

ACETAR

—the Modern Vinegar, will make money for you

Acetar, the modern vinegar, is unsurpassed for pickling purposes.

Our coupon advertising makes the initial sales and the quality of this pure, wholesome product brings your customers back for more.

This is a here-to-stay proposition and we are spending the time and money necessary to make Acetar, the modern vinegar, widely known.

A stock, no matter how small, will give you the opportunity of benefiting by our advertising.

Sold in bottles and bulk.

STANDARD CHEMICAL, IRON AND LUMBER COMPANY OF CANADA, LIMITED

TORONTO MONTREAL WINNIPEG

Tell your wholesaler you must have

DA COSTA & CO.'S

EXTRA FANCY BARBADOS MOLASSES

This year Molasses will be high in price, and it is all the more important that you should buy the brand which you **know** will be satisfactory, both to you and your customers. The price is no higher than for other brands.

INSIST UPON HAVING DA COSTA'S

Hothouse Tomatoes

Are now very fine and cheap
Packed 15-lb. Baskets. Try them

MISSISSIPPI TOMATOES
4-Basket Crates. Now Arriving

CANADIAN STRAWBERRIES
Every Day

Cucumbers Cabbage Pineapples

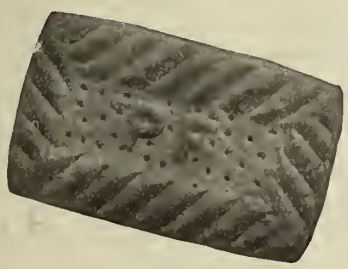
"Royal Crest" Valencia Oranges

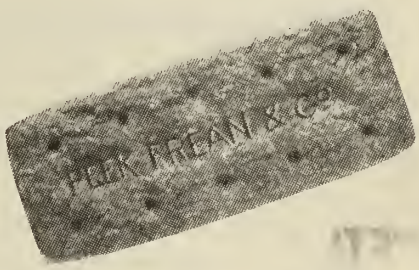
California and Verdelli Lemons

Everything the Pick of the World's Markets

WHITE & CO., Limited
Branch at Hamilton TORONTO
Wholesale Fruit and Fish

Peek Frean Successes





P.F. Shortcake—
Over 325,000,000 sold the first year introduced. Their taste-tempting crispness captivates the most critical, and makes steady friends. You couldn't push a more popular line.

Panama—
One of the newest novelties—just out. Already taking hold with marked success. Representative of the efforts Peek Frean's are continually putting forth in the production of entirely original and taking creations.

Bourbon—
A chocolate sandwich with the delightfully rich and pleasing flavor that won the enthusiasm of the Canadian trade. The first bite decides how well the sales go.

Only three—but enough to prove the wisdom of pushing the Peek Frean Lines.
Get them on display prominently in your store.

PEEK FREAN & CO., LIMITED, Biscuit Makers, London, Eng.

AGENTS: BRITISH COLUMBIA—The W. H. Malkin Co., Ltd., Vancouver; ALBERTA, MANITOBA, SASKATCHEWAN—Ruttan, Alderson & Lound, Fort Garry Court, Winnipeg; ONTARIO—The Harry Horne Co., 309-311 King St. W., Toronto; OTTAWA AND EASTERN CANADA—Frank L. Benedict & Co., Read Building, Montreal.

Stock Up To-day

100 to 1000 Accounts

When You Turn the Key in Your Door at Night, Do You Leave Your Work *and* Worry Behind?

With the antiquated day-book and ledger, or even the more modern loose leaf ledger, your work is never done—you have always the weekly or monthly accounts hanging over your head.

It's not alone the extra work they entail but it's the worry of wondering how they are standing—if Mrs. So and So, who is a slow pay, has exceeded what you consider is the safe point, or if Mrs. Smith, who is a good customer, a good pay, but very careful about the accuracy of her account, will question certain items and cause trouble in trying to verify them.

But why—

Why not turn your key at night on your work and worry by installing the

"Barr" Register System *of* Account Handling?

With the "Barr" system every account is kept posted right to the minute. When a purchase is made the customer is given a statement of her account. She knows and you know what she owes, and knowing, there are no uncertainties, surprises or disappointments.

The "Barr" System is an automatic collector, keeps your accounts in good shape and bad debts from accumulating.

It's a labor and worry saver.
Write to-day for full particulars.

Barr Registers, Limited
TRENTON, ONT.

BOAR'S HEAD LARD COMPOUND.

N. K. FAIRBANK CO., LTD.

Tierces	0 10¼
Tubs, 60 lbs.	0 10½
Pails, 20 lbs.	0 10⅝
Tins, 20 lbs.	0 10¼
Cases, 3 lbs., 20 to case	0 11¼
Cases, 5 lbs., 12 to case	0 11½
Cases, 10 lbs., 6 to case	0 11

F.O.B. Montreal.

MUSTARD.

COLMAN'S OR KEEN'S.

	Per doz. tins
D. S. F., ¼-lb.	$ 1 50
D. S. F., ½-lb.	2 68
D. S. F., 1-lb.	5 36
F. D., ¼-lb.	0 95
F. D., ½-lb.	1 63
	Per jar
Keen, 4-lb. jar	0 87
Durham, 1-lb. jar	0 28

JELLY POWDERS.

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan, 15 flavors, 1 doz. in handsome counter carton, per doz. $ 0 90

List Price.

SPICES.

WHITE SWAN SPICES AND CEREALS, TORONTO.

	Dredge Cannister	4 oz. Round Pkgs
Allspice	$0.90	$0.90
Arrowroot, 4 oz. tins, 85c.	...	...
Cayenne	0.90	0.90
Celery Salt	...	...
Celery Pepper	...	...
Cinnamon	0.90	0.90
Cinnamon, 1 oz. Fagots, 45c.	...	...
Cloves	0.90	0.90
Curry Powder	...	...
Mace	...	...
Nutmegs	0.90	...
" Whole, 5c. Pkgs, 45c.	...	...
Paprika	0.90	...
Pepper, Black	0.90	0.90
Pepper, White	1.10	1.10
Pastry Spice	0.90	0.90
Pickling Spice (Window front)	...	0.75
Dozens to case	4	4
Shipping weight, per case	10 lbs.	17 lbs.

SOAP AND WASHING POWDERS.

SNAP HAND CLEANER.

3 dozen to box	3 60
6 dozen to box	7 20

30 days.

RICHARDS' PURE SOAP.

Richards' Quick Naptha Soap. Packed 100 bars to case.

5-case lots (delivered), $4.15 each with 20 bars of Quick Naptha as a free premium.

FELS NAPTHA.

Prices—Ontario and Quebec:

Less than 5 cases	$ 5 90
Five cases or more	4 95

WHITE SWAN LYE.

Single cases, 4 doz.	$ 3 50
5 case lots, 4 doz.	3 55

Shipping weight 50 lbs. per case.

THE CANADA STARCH CO., LTD., EDWARDSBURG BRANDS and BRANTFORD BRANDS.

Laundry Starches— Boxes.	Cents.
40 lbs., Canada Laundry	.06¼
40 lbs., boxes Canada white gloss, 1 lb. pkg.	.06¾
48 lbs. No. 1 white or blue, 4 lb. cartons	.07¼
48 lbs. No. 1 white or blue, 3 lb. cartons	.07¼
100 lbs., kegs, No. 1 white	.06¾
200 lbs., hhls., No. 1 white	.06¾
30 lbs., Edwardsburg silver gloss, 1 lb. chrome pkgs.	.07¾
48 lbs. silver gloss, in 6-lb. tin canisters	.08¼
36 lbs., silver gloss 6-lb. draw lid boxes	.08¼
100 lbs., kegs, silver gloss, large crystals	.07¼
28 lbs., Benson's Satin, 1-lb. cartons, chrome label	.07½
40 lbs., Benson's Enamel (cold water), per case	3 00
20 lbs., Benson's Enamel (cold water), per case	1 50
Celluloid—boxes containing 45 cartons, per case	3 60

Culinary Starch.

40 lbs. W. T. Benson & Co.'s prepared corn	.07¾
40 lbs. Canada pure corn starch	.06½

(120-lb. boxes ¼c higher.)

Casco Potato Flour, 20-lb. boxes, per lb.	16

BRANTFORD STARCH.

Ontario and Quebec.

Laundry Starches—

Canada Laundry—

Boxes about 40 lbs.	06

Acme Gloss Starch—

1-lb. cartons, boxes of 40 lbs.	.06¾

First Quality White Laundry—

3-lb. canisters, ca. of 48 lbs.	.07¼
Barrels, 200 lbs.	.06¾
Kegs, 100 lbs.	.06¾

Lily White Gloss—

1-lb. fancy carton cases 30 lbs.	.07¾
8 in case	.08
6-lb. toy trunks, lock and key, 6-lb. toy drum, with drumsticks, 8 in case	.08¼
Kegs, extra large crystals, 100 lbs.	.07¼

Canadian Electric Starch—

Boxes, containing 40 fancy pkgs., per case	3 00

Celluloid Starches—

Boxes containing 45 cartons, per case	3 60

Culinary Starches—

Challenge Prepared Corn—

1-lb. pkts., boxes of 40 lbs.	.06½

Brantford Prepared Corn—

1-lb. pkts. boxes of 40 lbs.	.07¾

"Crystal Maize" Corn Starch—

1-lb. pkts., boxes of 40 lbs.	.07¾

(20-lb. boxes ¼c higher than 40's)

OCEAN MILLS, MONTREAL.

Chinese starch, 16 oz. pack., 4 doz. per case, $4; Ocean Corn Starch, 16 oz. pack., 4 doz. per case, $3.60; King Corn Starch, 16 oz. pack., 4 doz. per case, $3.12; Ocean Blanc Mange, all flavors, 8 oz. pack., 4 doz. per case, $4; Ocean Borax, 8 oz. pack., 4 doz. per case, $1.80; Ocean Baking Soda, 8-oz. package, 120 packages, per case, $3; Ocean Baking Soda, 16 oz. pack., 60 pack. per case, $3; Ocean Baking Powder, 1 lb. pack., 3 doz. per case, $6.75; Ocean Baking Powder, 8 oz. pack., 5 doz. per case, $6.50; Ocean Baking Powder, 4 oz. pack., 4 doz. per case, $3; Ocean Baking Powder, 3 oz. pack., 4 doz. per case, $1.60; Ocean Baking Powder, 5 lb. tin, 10 tins per case, $7.50; Chinese Washing Powder, 8 oz., 120 pack. per case, $4.25; retail at 5c per doz., 45c; Ocean Extracts, all flavors, 2 oz., 6 doz. per case, $6; Ocean Mustard (French Mustard, quart size, 2 doz. per case, $4.80; Ocean Mustard (French Mustard), pint size, 2 doz. per case, $4; Ocean Liquid Blue, pint bottles, 2 doz. per case, $1.80; Petrolatum, 2 oz. jars, 12 doz. per case, $5.40; Petrolatum, 5 oz. jars, 6 doz. per case, $5.40; Ocean Cough Syrup, 8 oz. bottle, 3 doz., per case, $7.20.

In buying
KETCHUP

remember Upton's give 125 per cent. of ketchup value for your dollar.

Try It and See

It is packed in standard packages at popular prices. Get it from your jobber or write us if he cannot supply you.

The T. Upton Co., Limited
ST. CATHARINES

STRAWBERRIES

Let us have a regular standing order from you. We guarantee satisfaction.

PINEAPPLES

Season getting along. Fresh supplies every day. Send along your orders.

ORANGES

California Late Valencias California Navels
GOLDEN ORANGE BRAND

TOMATOES, NEW POTATOES, WAX and GREEN BEANS

BANANAS, LEMONS, CABBAGE

"THE HOUSE OF QUALITY"

HUGH WALKER & SON
GUELPH and NORTH BAY

Our Tiger (50 cent line) Brooms

are superfine carpet BROOMS on **polished** handles. Offer them to your customers and secure business that stays. Splendid value in 35c, 40c, 50c, 60c lines. Try a sample shipment and be satisfied.

We make **Factory Brooms.**

Walter Woods & Co.
HAMILTON

LIKE FLOUR OR SUGAR

You have a speedy selling staple in

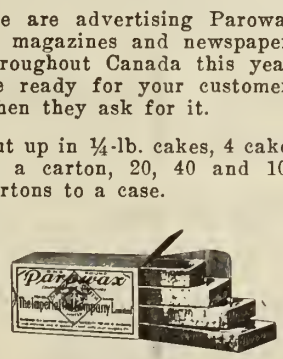
Parowax

Housewives demand it because they know it has no equal for sealing preserves. When they think of sealing they think of Parowax.

Parowax is also largely used in the wash boiler, loosening dirt and grease quickly, without hand rubbing.

We are advertising Parowax in magazines and newspapers throughout Canada this year. Be ready for your customers when they ask for it.

Put up in ¼-lb. cakes, 4 cakes in a carton, 20, 40 and 100 cartons to a case.



MADE IN CANADA

THE IMPERIAL OIL COMPANY
Limited
BRANCHES IN ALL CITIES

A delightful change from the continual breakfast of Bacon and Eggs—

Yes, she'll surely appreciate your suggestion if you make it Brunswick Brand. Most housewives know the appetizing goodness of

Brunswick Brand Sea Foods

for luncheon or dinner. But for breakfast—well, now, that IS a capital suggestion.

Why not mention it to your customers to-day? There are no more wholesome and nourishing fish in the world than those selected specially for Brunswick Brand. There are no better sanitary facilities for packing them than in our up-to-the-minute, pure food plant. There are various ways of serving each brand that will easily take away the monotony of everyday "bacon and eggs."

Check off the brands most suited to your trade and get your wholesaler to supply you to-day.

¼ Oil Sardines
¾ Mustard Sardines
Finnan Haddies (oval and round tins)
Kippered Herring
Herring in Tomato Sauce
Clams
Scallops

Connors Bros., Limited
BLACK'S HARBOR, N.B.

COW BRAND BAKING SODA

In boxes only.

Packed as follows:

5c packages (96)	$ 3 20
1 lb. packages (60)	3 20
½ lb. packages (120)	3 40
1 lb. 30 / ½ lb. 60 } Packages, Mixed	3 30

SYRUP.

THE CANADA STARCH CO., LTD., CROWN BRAND CORN SYRUP.

2-lb. tins, 2 doz. in case	$2 65
5-lb. tins, 1 doz. in case	3 00
10-lb. tins, ½ doz. in case	2 90
20-lb. tins, ¼ doz. in case	2 85
Barrels, 700 lbs.	3¾
Half barrels, 350 lbs.	4
Quarter barrels, 175 lbs.	4¼
Pails, 38½ lbs.	1 95
Pails, 25 lbs. each	1 40

LILY WHITE CORN SYRUP.

2-lb. tins, 2 doz. in case	3 00
5-lb. tins, 1 doz. in case	3 35
10-lb. tins, ½ doz. in case	3 25
20-lb. tins, ¼ doz. in case	3 20

(5, 10 and 20-lb. tins have wire handles.)

ST. LAWRENCE SUGAR REFG. CO.

Crystal Diamond Brand Cane Syrup.

2-lb. tins, 2 doz. in case	$2 65
Barrels	0 03¾
½ barrels	0 04

CANNED HADDIES, "THISTLE" BRAND.

A. P. TIPPET & CO., Agents.

Cases, 4 doz. each, flats, per case	$5 40
Cases, 4 doz. each, ovals, per case	5 40

INFANTS' FOOD.

Robinson's patent barley, ½ lb. tins, $1.25; 1-lb. tins, $2.25; Robinson's patent groats, ½-lb. tins, $1.25; 1-lb. tins, $2.25.

BEAVER BRAND CORN AND MAPLE SYRUP.

Quart tins (wine measnre), 2 doz. in case, per case	4 70

MOLASSES.

THE DOMINION MOLASSES COMPANY, LTD.

Gingerbread Brand.

2s, Tins, 2 doz. to case.

Quebec, per case	$1 85
Ontario, per case	1 90
Manitoba, per case	2 30
Saskatchewan, per case	2 60
Alberta, per case	2 70

DOMOLCO BRAND.

2s, Tins, 2 doz. to case.

Quebec and Ontario, per case	2 95
Manitoba, per case	3 40
Saskatchewan, per case	3 65
Alberta, per case	3 75
British Columbia, per case.	2 40
British Columbia, per case.	3 55

SAUCES.

PATERSON'S WORCESTER SAUCE.

½-pint bottles, 3 and 6 doz. cases, doz.	0 90
Pint bottles, 3 doz. cases, doz.	1 75

H. P.

	Per doz.
H. P. Sance— Cases of 3 dozen	1 90
H. P. Pickles— Cases of 2 doz., pints	3 25
Cases of 3 doz., ¼ pints	2 20

STOVE POLISH.

JAMES DOME BLACK LEAD.

2a size, gross	2 50
6a size, gross	2 40

NUGGET POLISHES.

	Doz.
Polish, Black and Tan	0 65
Metal Outfits, Black and Tan	3 65
Card Outfits, Black and Tan	3 25
Creams and White Cleanser	1 10

TEAS.

THE SALADA TEA CO.

East of Winnipeg.

	Wholesale.	R't'l.
Brown Label, 1s and ½s	.33	.40
Blue Label, 1s, ½s, ¼s	.40	.50
Red Label, 1s and ½s.	.46	.60
Gold Label, ½s	.54	.70

ORANGE MARMALADE.

"BANNER BRAND" PURE FRUIT PRODUCTS.

JAMS AND JELLIES.

2's	$ 2 15
4's	0 35
5's	0 42
7's	0 60
30's, wood	0 08
12-oz. glass jar	1 15
Tumbler, glass	0 95

MARMALADE.

2's, per doz.	$ 2 30
4's, per pail	0 40
5's, per pail	0 45
7's, per pail	0 65
30's, wood, lb.	0 08¾
12-oz. glass jar, doz.	1 20
Tumbler, glass, doz.	1 00

Prices subject to change without notice.

MINTO BROS., Limited, Toronto.

We pack in 60 and 100-lb. cases All delivered prices.

MELAGAMA TEA.

	Whol.	Ret.
Red Label, 1s or ½s	0 29	0 35
Green Label, 1s, ½s, ¼s	0 32	0 40
Blue Label, 1s, ½s, ¼s	0 37	0 50
Yellow Label, 1s, ½s, ¼s	0 42	0 60
Purple Label, ¼s only	0 55	0 80
Gold Label, ¼s only.	0 70	1 00

MINTO TEA.

	Whol.	Ret.
Green Bag	0 29	0 35
Red Bag	0 32	0 40
Yellow Bag	0 37	0 50
Purple Bag	0 42	0 60

YEAST.

White Swan Yeast Cakes, per case, 3 doz. 5c pks.	1 20

IMPERIAL TOBACCO CO. OF CANADA, LIMITED, EMPIRE BRANCH.

Black Watch, 8s, butts 9 lbs., boxes 6 lbs.	$0 60
Bobs, 6s and 12s, 12 and 6 lbs.	0 46
Currency Bars, 12s, ½ butts, 12 lbs., boxes 6 lbs.	0 46
Currency, 6s, ½ butts, 9 lbs.	0 46
Stag Bars, 6½s, butts, 11 lbs., boxes 5½ lbs.	0 48
Walnut Bars, 8½s, boxes 7 lbs.	0 64
Pay Roll, thick bars, 8½s, 6 lb. boxes	0 68
Pay Roll, thin bars, 8½s, 5 lb. boxes	0 66
Pay Roll, plug, 8½s, 12 and 7 lb. caddies	0 68
Shamrock, plug, 7½s, ½ butts, 12 lbs., boxes 6 lbs.	0 57
Empire, 7s and 14s, caddies 15 lbs., ¼ caddies, 6 lbs.	0 56
Great West, pouches, 9s	0 72
Forest and Stream, tins, 11s, 2 lb. cartons	0 80

The "Old Pipe" will tingle with a new joy when filled with Tuckett's Orinoco

A cool smoke?—well, the evidence is in the pipe—get your smoker friends to try it out and go by their verdict.

The true merits of Tuckett's Orinoco is in the fine quality Virginia leaf, which is properly cured, giving it that friend-making fragrance and non-biting quality which means big business.

There are three Tuckett lines you should sell—"Tuckett's Orinoco," "Tuckett's Myrtle Cut," and "Tuckett's Our Seal."

Your wholesaler has them.

TUCKETT LIMITED

Hamilton, Ontario

Note This

Mr. Grocer,—The Niagara Fruit Growers are running this bulletin.

Strawberry Bulletin

This is to notify the housewife that Niagara Peninsula-grown strawberries are ready now. See your grocer for your wants. **THE WILLIAMS IS THE BEST FOR CANNING.** Place orders immediately with your grocer.

250 newspapers to help you sell fruit. See your customers and rush your orders for Niagara Peninsula grown fruits.

Daily arrivals of fine, fresh, frozen

Lake Trout and Herring

also Pickled Herring. Just the thing for deliciously appetizing and economical meals. Big margin for the dealer.

¶ Only few hundred barrels Georgian Bay Apples left. Rush your order through —NOW.

Lemon Bros.

Owen Sound, Ont.

"St. Nicholas" Verdelli Lemons are here

TRACUZZI says:

"My 'St. Nicholas' are very fine—the best grown in all our gardens."

Ask your Jobber for "St. Nicholas"

If your jobber hasn't got "St. Nicholas," write me. I'll tell you who has.

J. J. McCabe

AGENT

Toronto

Buyers' Guide

WRITE TO
10 Garfield Chambers, Belfast, Ireland, for Sample Copy of the
Irish Grocer, Drug, Provision and General Trades' Journal
If you are interested in Irish trade.

We are buyers of evaporated and farmers' dried apples. Prices and tags on application.
O. E. Robinson & Co.
Ingersoll Ontario

ASSIGNEES AGENTS, LIMITED
154 Simcoe Street, - TORONTO
Assignments—Collections.
Book-debts are money in the other man's pocket. We are good collectors of past due accounts—consult us—charges moderate.
Phone Adel. 919.

CHIVER'S
JAMS—JELLIES—MARMALADE
Are guaranteed absolutely pure and of the highest quality.
Send us your orders.
Agents:
Frank L. Benedict & Co., Montreal

EGG FILLERS
Our capacity is three times the total Filler requirements of Canada.
PROMPT DELIVERIES
by us are therefore certain.
THE TRENT MFG. CO., LTD.
TRENTON, ONTARIO, CANADA

ST. MARC COFFEE
Gives all users entire satisfaction.
AUGUSTIN COMTE & CO., LTD.
725 Notre Dame E. Montreal

Write us for New Price List of
WINDSOR SALT
TORONTO SALT WORKS
TORONTO, ONT. GEO. J. CLIFF, Manager

TANGLEFOOT
The Non-Poisonous Fly Destroyer
Destroys Billions of Flies every year—vastly more than all other means combined. Absolutely Sanitary.

KEEP POSTED ON SUGAR
Having been identified with Sugar for the past thirty years, and being in constant touch with all sections of this country and foreign markets, we are in the best possible position to keep you posted by mail and wire of any actual or contemplated changes and general gossip of the markets. Some of the largest concerns are subscribers, and we should like to place our proposition before you. For further information write
SMITH & SCHIPPER CO., 138 Front Street, New York

The
Condensed Ad.
page
will interest you

More than five million families annually testify to their superiority.

For twenty years the standard of clean, wholesome, natural, sun-cured, seedless raisins.

May be purchased from any wholesale grocer in Canada.

Canadian Agents:
Nicholson & Bain,
Winnipeg, Edmonton, Saskatoon, Regina.
Eugene Moore,
Toronto.
Universal Importing Company,
Montreal.

11 x 22 six-color display card mailed on application.

Always sold in this package.
AMERICAN VINEYARD COMPANY, Growers and Packers

CLASSIFIED ADVERTISING

Advertisements under this heading 2c per word for first insertion, 1c for each subsequent insertion.

Where replies come to our care to be forwarded, five cents must be added to cost to cover postage, etc.

Contractions count as one word, but five figures (as $1,000) are allowed as one word.

Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

FOR SALE

FOR SALE—ECONOMY TIERING MACHINE for handling and piling of heavy cases. Box 96, Canadian Grocer, Toronto.

TWO BOWSER SELF-MEASURING OIL tanks, enclosed in cabinet; nearly new; capacity 50 gals. each; sacrifice for quick sale. Box 95. Canadian Grocer, Toronto.

FOR SALE—GENERAL STORE SITUATED 21 miles west of London. Turnover $15,000.00. Stock $5,500.00. Good opening for energetic man. Will sell or lease store. Proprietor wishes to retire. Write to Box 87, Canadian Grocer, Toronto, Ont. 61115

GROCERY AND PROVISION BUSINESS FOR sale in thriving Ontario town. Well established; good location. Stock about $3,500. Turnover $22,500 a year. Write Box 92, Canadian Grocer, Toronto.

GROCERY STOCK AND FIXTURES—ALSO up-to-date Ice Cream Parlor in connection Busy season now on. Good live town. Low rental. Favorable lease. Owner retiring from grocery business. $1,000 more or less takes everything. Good snap. Box 94, Canadian Grocer, Toronto.

WANTED

WANTED—GOOD MANUFACTURERS' LINES to establish agency and handle on the road—Maritime Provinces. Write with full particulars. Box 93, Canadian Grocer, Toronto

TEA SALESMAN — HIGH GRADE, FOR larger trade; Michigan and Indiana. This is a splendid opportunity for permanent, profitable position. Address Milford Sipes (Sales Mgr.), 321 Ash St., Detroit, Mich.

GROCERY TRAVELER WANTED WEST OF Hamilton. Mr. Murrell is going to the war; wanted a first-class experieuced man to take his place. Apply Geo. E. Bristol & Co., Hamilton.

WANTED—EXPERIENCED MAN TO INstall and take charge of manufacturing department for spices, extracts, baking powder, jelly powders, olives and other grocery specialties. Apply by letter, stating age, experience and salary required to W. H. Malkin Co., Limited, Wholesale Grocers, Vancouver, British Columbia.

WANTED—WHAT ARE YOU WANTING? A clerk, a business, a salesman, a partner? An outlay at the rate of two cents a word will make your wants known throughout the Dominion to just the men who can satisfy you. See our rates above and send along your ad. to-day.

PRIENCED SALESMAN OPEN FOR situation as agent or manager of branch in grocers' specialties, etc., for Maritime Provinces. Good traveller and salesman. Understands clerical work. Willing to accept moderate salary until ability proved. Good references. Address J. H., Post Office Box 3009, Montreal.

DO YOU NEED HIM?

THE ADVERTISER IS EARNESTLY SEEKing an opening where real and practical executive knowledge will meet with the appreciation it deserves. He is a Scotsman, thirty-one years of age, of good appearance and address, with fourteen years' experience of the very best class grocery business. Having followed this business in four different countries, it has given him an insight into methods and systems which may be said to be unique. Possessed of a natural aptitude for salesmanship and organizing, he has always been successful, in so far as advancement of results are concerned. Last position held was that of assistant advertising manager in America's finest grocery establishment (fact) Will be glad to communicate with wholesale or manufacturing concerns in need of a capable correspondent. "Opportunity" of more importance than initial salary. Address: Honorable, Canadian Grocer.

WANTED — A POSITION AS GROCERY clerk. Good experience and references. Address H. A. Coolidge, Box 663, Smith's Falls.

WANTED — COMMISSION BROKERS IN grocers' sundries calling on wholesale and retail trade desire additional lines for British Columbia. Best of references furnished. Halliday & Thomson, 509 North-West Trust Bldg., Vancouver, B.C.

WANTED — GROCERY SALESMAN FOR country trip. Experienced man with connection preferred, or would consider young, energetic grocery clerk. Box 97, Canadian Grocer, Toronto.

MISCELLANEOUS

THE NATIONAL CASH REGISTER COMpany guarantee to sell a better register for less money than any other house on earth. We can prove it. Make us. The National Cash Register Co., 285 Yonge St., Toronto.

BUCKWHEAT FLOUR GUARANTEED pure and unsurpassed by any mill in the province. T. H. Squire, Queensboro, Ont., solicits your orders.

CASH FOR WASTE PAPER—YOU WILL receive the highest price if you use a Climax Steel "Fireproof" Baler. Full particulars, Climax Baler Co., Hamilton, Ont.

NOW IT'S TIME

to suggest

MAPLEINE

—delicious flavor for ices, punches, summer desserts.

Order from

Frederick E. Robson & Co.,
25 Front St. E., Toronto, Ont.

Mason & Hickey
287 Stanley St., Winnipeg, Man.

CRESCENT MFG. CO.
SEATTLE, WASH.

OAKEY'S KNIFE WELLINGTON POLISH

JOHN OAKEY & SONS, LIMITED,
LONDON . ENGLAND.

AGENTS

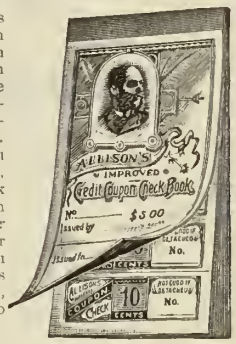
Geo. B. Jenkinson, 43 Queen St. East, Toronto, and J. E. Huxley & Co., 220 McDermed St., Winnipeg

ALLISON COUPON BOOKS

Minimize the Risk of Loss on Credit Accounts and bring in the money quicker—two mighty good arguments. Installing the Allison Coupon Book System in a store that has credit gives the same result as adding more capital to the business—and Allison Coupon Books cost almost nothing.

HOW THEY WORK:

When a man wants credit, give him an Allison Coupon Book, and have him sign form at the front, which becomes then his promissory note to you. As he buys, you tear out coupons, and when his book is exhausted you can collect his note or extend credit for another book, as you deem wise. No pass books, no charging, no time wasted, no errors, no disputes.



For sale by the jobbing trade everywhere.
Manufactured by
ALLISON COUPON COMPANY
Indianapolis, Indiana, U.S.A.

A SEED DEPARTMENT

will add to your profits

Kelway Langport England

grow and sell

SEEDS OF ALL KINDS

for Traders

Write to the **actual** wholesale **growers** for rock-bottom prices and illustrated catalogue.

Buy well ahead to secure
LOWEST PRICES.

WRITE TO-DAY

Advertising

"Advertising is the education of the public as to who you are, where you are, and what you have to offer in the way of skill, talent or commodity. The only man who should not advertise is the man who has nothing to offer the world in the way of commodity or service."—*Elbert Hubbard.*

When writing advertisers kindly mention having seen the advertisement in this paper

A Chance for You to Make Money

"VICTORIA" PURE SPICES

In Handy Combination Sifter and Pouring Top Tins Retailing at 10c.

SPECIAL OFFER FOR ONE MONTH

Price per gross -	$10.80
2 doz. Free - -	1.80
Your cost, 75c. doz.	$ 9.00 gross

ASSORTMENT

Allspice	Black Pepper	Cassia	White Pepper
Cloves	Curry Powder	Pastry Spice	Grd. Pickling Spice
Cayenne	Tumeric	Celery Salt	Celery Pepper
Nutmegs	Also whole mixed Pickling Spice in 10c. pkgs.		

Herbs, Sage, Mint, Thyme and Savory may be included in the free deal. Assortment must not include more White Pepper than all the other lines combined.

Now, Mr. Grocer, here's an exceptional offer—right at the opening of the pickling season—just when your customers require them. You take no risk—every tin of Victoria Spice is guaranteed pure and of the best quality. The label is one of the most attractive on the market. Send for a sample and see for yourself.

Rock-Bottom Prices **Courteous Service**

Prompt Delivery

LAPORTE, MARTIN, LIMITÉE

584 St. Paul Street MONTREAL

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The Grocer's Protection

AND

A Satisfied Customer

is the Ultimate Result when You Sell

NEAL'S LARGE DOUBLE LOAF

10c. size.

Always Fresh. Always Uniform.

Order from one of our factories:

Neal Baking Co., Windsor — Harry J. Neal, Sarnia

Neal London Bread Co., Limited, London

WAR IS DECLARED!!

"GAZELLE"

CANNED GOODS

Put up by the Dominion Canners
The very best in the land

Tomatoes, 3's - - - - -	**82½c**
Corn, 2's - - - - -	**77½c**
English Garden Peas, 2's - - - -	**77½c**

TERMS: Net 30 days, Ex. Warehouse, Montreal
For Immediate Delivery

Hudon, Hebert & Co., Limited
Montreal

The most liberally managed firm in Canada

Little
Miss
"MAIDEN"
CANADA
Registered

The Sign that means pure cocoa and chocolate to every Canadian housewife.

The Cowan Company, Limited
Toronto

What the flour makes decides what the dealer makes

A FIVE ROSES cake invariably tempts the housewife to bake. It makes her thirsty for other triumphs, an eager consumer of flour in ever-increasing quantity for bread, puddings, pastries, etc.

The results obtained in the home have made

Five Roses* FLOUR *for Breads-Cakes Puddings-Pastries*

the best selling flour in the store. Profits become permanent where it is sold. In flour, it is never the one-time sale that scores in the balance sheet. It is the automatic repeat sale, the only sale that does active missionary work outside of bearing its own individual profit.

Make *YOUR* sales automatic.

*Guaranteed NOT BLEACHED—NOT BLENDED

Ask your Jobber or write nearest office

LAKE OF THE WOODS MILLING CO., LIMITED

Toronto Ottawa London St. John Sudbury — *"The House of Character"* Daily Capacity 13,700 bbls. MONTREAL — Winnipeg Keewatin Vancouver Calgary Medicine Hat

WINNERS IN THE CLERKS' CONTESTS

CANADIAN GROCER

Only Weekly Grocery Paper Published in Canada

THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. XXX PUBLICATION OFFICE: TORONTO, JUNE 25, 1915 No. 26

WRITE US TODAY for advertising material to be used

Welch Week, July 1-8

We are arranging to make the week of July 1-8 "Welch Week" among the leading retailers throughout the Dominion.

Our advertising is suggesting that consumers buy at least one quart of Welch's. You can use this week to boost your sales of Welch's.

Every retailer of Welch's who wants increased sales—new customers and good advertising for his store will display Welch's in his window and *push* it during Welch Week.

$300 in awards

For photographs or windows which we consider to be the most original and to have most selling influence, we will award the following prizes:

First award	**$50**	**Next ten**	**$10 each**
Next two	**$25 each**	**Next twenty**	**$5 each**

Send in your photograph to reach us not later than August 1st.
Write today for advertising material.

The Welch Co., Limited, St. Catharines, Ontario

The best of Chase & Sanborn's Advertising is not paid for.

It's the endless repetition of one satisfied customer telling a friend how good Chase & Sanborn's Coffees really are.

Chase & Sanborn, - Montreal

Increase Your Sales in Preserving Time by displaying

REDPATH

Extra Granulated **SUGAR**

In Original Packages

Group the REDPATH Bags and Cartons with the baskets of fresh fruit. Suggest REDPATH to every customer. The attractive appearance of these REDPATH packages will strengthen your displays, and the REDPATH reputation will strengthen customers' confidence in you and your fruit.

A size for every purchaser—a name that inspires confidence—

REDPATH 2 and 5-lb. Cartons and 10, 20, 50 and 100-lb. Bags.

CANADA SUGAR REFINING COMPANY, Limited
MONTREAL

What You Get—FREE—

when you stock

Lantic Sugar

You get a grade of Granulated Sugar, that has never been equaled in the history of sugar refining.

(We are telling your customers this, in all our advertising.)

You get a guarantee of matchless purity and sweetness, backed by a $2,000,000 Refinery.

(Our ads. tell this to all your customers.)

You get the full benefit of our newspaper and magazine advertising

(which is telling the story of the superior quality of Lantic Sugar to your customers.)

You get the value of our big Posters, Store Cards and other sales helps

(which are creating an unprecedented demand for Lantic Sugar.)

Why not take advantage of these free features?

Lantic Sugar

Atlantic Sugar Refineries Limited

MONTREAL, and ST. JOHN, N.B.

Lantic Sugar

For washing delicate summer lingerie there's nothing that equals

11
Gold
Medals
11

11
Gold
Medals
11

You can recommend this soap to your most exacting customers. "Le Calice" is a pure, honest piece of soap. It is the soap for the most sensitive complexion or delicate lingerie.

"Le Calice"
Castile Soap

is pure as oil and skill can make it. It is not a tallow soap—positively contains no animal fat of any description.

Le Calice is the soap for quick, easy washing.

Made in France by Srs. D. Leca & Co., Marseilles.

Always keep a good supply of this quality soap on hand.

Arthur P. Tippet & Company
Agents
MONTREAL

There's no drink picnicers will appreciate like the pure juice of Winona Grapes

After a weary trudge with the hamper and luggage a glass of

E.D.S. Grape Juice

will restore the vim and vigor of the tired man, woman and child more than anything else and will set the fun going good.

Now for some splendid extra business, Mr. Grocer—Keep a bottle of E.D.S. right beside your 'phone as a reminder when taking down picnic orders, or any order in fact.

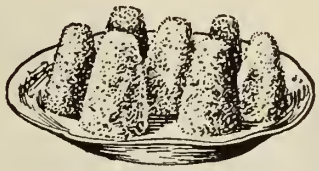
Don't hesitate to suggest and recommend E.D.S. Grape Juice, for it's the pure juice of the proven finest flavored Concord grapes grown in the world.

Fill up your stock of E. D. S. Grape Juice. Keep it on display.

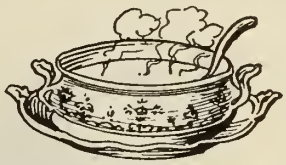
E. D. Smith & Son, Limited
WINONA, ONT.

Agents:

NEWTON A. HILL, Toronto; W. H. DUNN, Montreal; MASON & HICKEY, Winnipeg; R. B. COLWELL, Halifax, N.S.; A. P. ARMSTRONG, Sydney, N.S.



POTATO CROQUETTES



VEAL SOUPS

Serves all Purposes of Fresh Milk—and More

That's the reason Borden's Milk Products have such a heavy run during these summer months.

Besides serving all the purposes of fresh milk, Borden's is not affected by summer heat, is always fresh and ready for instant use.

For camp parties and picnics their deliciousness is firmly established.

Feature Borden Milk products to-day.

Borden Milk Co., Limited

"Leaders of Quality"

MONTREAL

Branch Office: No. 2 Arcade Building Vancouver, B.C.

No. 3

Chats with Old Bill

(Canada's 105-year-old Pioneer)

"Talk about walking a few blocks to work, lad. When I was in my prime I used to walk to London (Ont.), a distance of seven miles, three times a week, to get the family bread and be back in time for breakfast."

"Those were the days, lad, when walking was a pleasure: the roads were not hard like stone, but soft on the feet: the air was pure and invigorating. You never missed your breakfast so long as you had a good chew of tobacco and pine root for a walking stick to help you along."

"What kind of tobacco did we chew? Well, I just can't recall the name, but it was good tobacco stuff for those times; times have changed though. And so has my taste. Don't suppose I could chew that tobacco now at all; 'twas nothing like **King George Navy**; in fact, y'don't often get as good a chew as this even now-a-days."

"Have another chew, lad? Just got a new plug from the grocer. We order it with the groceries."

Rock City Tobacco Co., Ltd.

Quebec and Winnipeg

Purity TABLE SALT

the product of the most modern vacuum salt manufacturing plant manned by a staff of efficient workmen. It's absolutely pure.

Put up in sanitary cotton bags and in the handy, free-running **Moisture-proof packages**—a distinct advantage to the housewife in filling shakers.

They'll make money for you. **Show them in your displays.**

The
WESTERN SALT CO.
LIMITED
COURTRIGHT,
ONT

More Than Ever in a Class by Itself

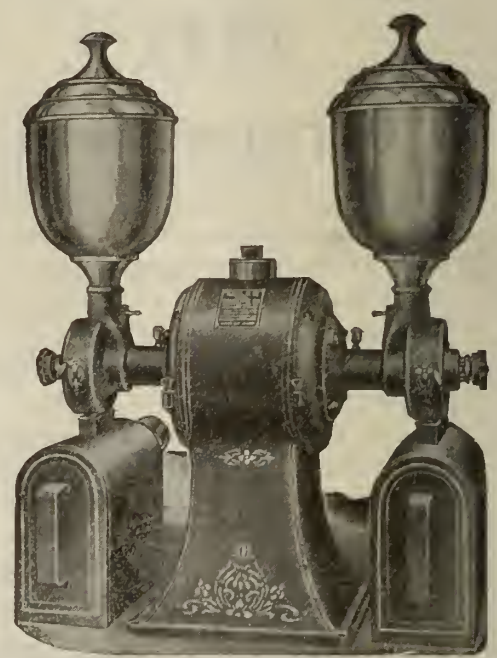
One of our 12 new models.

Wouldn't it be a good idea then to look into the Coles?

It ranks with the best and meets your price.

26 models of electric machines.

Makers of Hand Coffee Mills for twenty-five years.



COLES MANUFACTURING CO.

1615 North 23rd St. **PHILA., PA.**

AGENTS: Chase & Sanborn, Montreal; The Codville Co., Winnipeg; Todhunter, Mitchell & Co., Toronto; James Turner & Co., Hamilton, Ontario; Kelly, Douglas & Co., Vancouver, B.C.; L. T. Mewburn & Co., Calgary, Alta.

The cleanliness and quality of Griffin's Seedless Raisins should make their name a buy word wherever Raisins are used

Griffin's Seedless Raisins

Sell them by the dozen

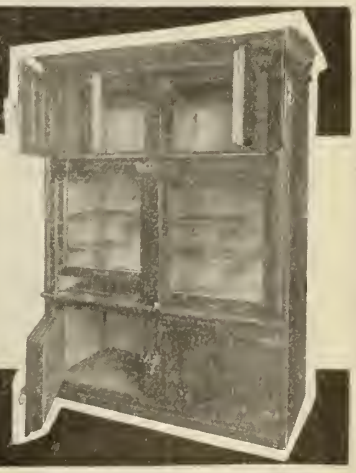
BARE FACTS ABOUT THE ARCTIC

If you're selecting a Piano

Mr. Grocer, you certainly are not going to buy the case alone—you want a good action. Then why not buy a refrigerator the same way?

While the Arctic is a handsome case, finished with solid brass hardware and all that, it has a system of refrigeration unequalled. It produces dry cold circulating air of the lowest temperature with smallest ice consumption.

Send for catalog to-day.



John Hillock & Co., Limited,
TORONTO

TWO CENTS PER WORD

You can talk across the continent for two cents per word with a WANT AD. in this paper

Books You Ought to Have

Grocer's Encyclopedia

It is impossible in the small space at disposal to give anything but a vague idea of the tremendous field covered by the "Grocer's Encyclopedia," containing as it does full information on every article handled by the grocery and provision trade, and hundreds of trade "pointers" which are of practical value in buying, selling and caring for goods. An encyclopedia of all foods that you have ever seen or heard of. Food dictionaries in English, German, French, Italian and Swedish. The most complete descriptive wine list ever compiled.

1200 subjects, 500 illustrations, 80 full-page color plates, 748 pages, 11 x 8½ inches in size; printed on fine calendered paper and strongly bound in heavy buckram.

Price only $10.50, Delivery Prepaid.

"The color pages alone are worth the price. Words are unable to do the work justice."—New England Grocer.

Digest *of the* Mercantile Laws of Canada

Have you any outstanding accounts you wish you could collect? This book will show you HOW. It is a ready reference for merchants and their assistants in their daily business.
Based on Dominion and Provincial Statutes and Court Decisions. Indorsed by barristers, sheriffs, magistrates and conveyancers, and recommended by the Ontario Institute of Chartered Accountants. "Digest of the Mercantile Laws of Canada" is used by more accountants, bankers and business firms than any other work on the subject.

To meet the needs of subscribers in New Ontario and the Western Provinces, where land is under the Land Titles System of Registration, and Appendix of 16 pages, containing a synopsis of the Land Titles Act, has been added to the regular edition, thus constituting a special "Western Edition."

Eastern Edition, Price - - - - - - - $2.00
Special Western Edition - - - - - - 2.50

Grocery Advertising

By William Borsodi

To the merchant or clerk who wants to put "punch and personality" into his window display cards or advertising copy, he cannot do better than consult the pages of this excellent book.

It contains suggestions for special sales, bargain sales, cash sales, etc., which should be of inestimable value to the go-ahead grocer, also ideas for catch lines or window cards, and many hints for the preparation of real, live advertising copy. In addition there is a collection of short talks, advertising ideas, and selling phrases used by the most successful grocery advertisers.

Price $2, Postpaid.

No progressive grocer or clerk should be without this book of unquestioned merit.

An Asset to Your Business

Not until you have these books on your library shelf will their worth to your business be fully appreciated. Each book in its particular line supplies just the information you want. They have been chosen by the publishers of Canadian Grocer as being the best treatise of the respective subjects published at the price.
On receipt of remittance we will forward the book desired. Look over it and examine it carefully and if you are not fully satisfied with the purchase, return the book within five days and the amount sent will be refunded.
When remitting by cheque make same *payable at par,* Toronto.
All orders payable in advance.

Store Management Complete

By Frank Farrington

Dealing in a thorough manner with all subjects relative to the capable management of the average store. It is a book that should be in the hands of every merchant and his clerk.

Thirteen Chapters, 252 pages brim full of sound business logic that can be put to practical use every working day of the year. The different subjects treated are as follows:—

The Man Himself—Where to Start—Store Arraugement — The Buying End—The Store Policy—Clerk Management—Leaks — The Store's Neighbors — Working Hours — Expenses — The Credit Business — What to Sell — Premium Giving.

Price $1.00, Postpaid.

Contains information on every subject necessary to the efficient management of the store.

How to Buy and Sell Canned Goods

By J. A. Lea

Written by a practical man for practical use and intended to help all distributors of canned foods.

INDEX TO CONTENTS

Origin and History of Canned Foods.
How to Regulate Stocks and Purchases.
Apparent and Real Costs.
How to Handle Swells, Leaks and Rusties.
How to Prevent Business Leaks and Stealages.
Buying and Selling Futures in Canned Foods.
Use and Expense of Samples.
Arrangement of Samples in Salesroom.
Employment and Training of Salesmen.
Selling Points Applied to Canned Foods.
A Model Business Organization.
Advantages and Disadvantages of Private Labels.
Advantages and Disadvantages of Packers' Labels.
Window and Counter Displays; Illustrated.
Hard Work and Hard Play.
Established Standards of Quality; for Corn, Peas, Tomatoes and other articles. Also standard sizes and kinds of cans used.

How to Buy, Grade and Sell Canned Apples, Asparagus, Beets, Blackberries, Blueberries, Cherries, Clams, Corn, Crabs, Gooseberries, Hominy, Kraut, Lima Beans, Lobster, Meats, Milk, Okra, Oysters, Peaches, Pears, Peas, Pineapple, Plums, Pork and Beans, Pumpkin, Raspberries, Red Kidney Beans, Salmon, Sardines, Spinach, Squash, Strawberries, Stringless Beans, Succotash, Sweet Potatoes.

This book contains more than 200 pages, is handsomely bound in cloth, printed in neat, clear type, on eggshell finish paper, completely indexed and well illustrated.

Price $2.15, Postpaid.

Showcard Lettering, Designing, Etc.

A practical treatise on Up-to-Date Pen and Brush Lettering, giving instruction representing many styles of lettering, position, movement, shading, spacing, designing and arrangement, with illustrations of large and small letters of each alphabet, together with a full analysis and diagram for making neat and prominent figures off-hand for price tickets, etc. Over 400 illustrations of finished show cards and price tickets are given in

Marking Pen Lettering
Soennecken Pen Lettering
Automatic Pen Lettering and
Up-to-Date Brush Lettering

outside of fifty-one page alphabet plates and lettering exercises of a large variety of standard show card alphabets with practical instruction, together with show card designs, showing how to produce neat and fancy border and scroll outlines, tinted backgrounds, etc.

This book is far beyond anything ever published in this line. It contains solid, practical, common-sense instruction—a book that is free from absurd theories and mystifying kinks, and contains 2,000 advertising phrases for Card Signs, Posters, etc.

Price $1.00, Postpaid.

The MacLean Publishing Company, Limited

BOOK DEPARTMENT

143-153 University Ave., - - Toronto, Ontario

CLARK'S PORK AND BEANS

MADE
IN
CANADA
BY A

CANADIAN FIRM

FROM
CANADIAN
PRODUCTS

W. CLARK, Limited, Montreal

Clark's

ROBINSON'S

Of BRISTOL, ENGLAND

TIN FOILS for TEA WRAPS

½ lbs. and 1 lbs. (Substitute for TEA LEAD)

VEGETABLE PARCHMENTS and GREASE PROOFS

KRAFT WRAPPING PAPERS
in all colors. Rolls or Sheets.

TEA AND COFFEE BAGS.

EVERYTHING IN PAPER AND PRINTING.

All inquiries to:—

J. W. PINKHAM
73 Boustead Ave. Toronto, Canada

Freeman's Improved Standard

Cold Dry Air **Refrigerator**

for

Butchers
Grocers
Creameries
Householders
Restaurants
Hospitals
and all
Institutions

SATISFACTION GUARANTEED
Send for Catalogue, Price List and Discounts

The W. A. Freeman Co., Limited
Hamilton, Ontario

Takes the cake but does not cake—

If you would smooth out the knotty salt problem of the dinner tables of your community sell your customers a package of

SIFTO Table Salt

—the scientifically prepared, free-running table salt put up in handsome, germ-proof and damp-proof packages. It's the very last word in quality table salt.

SEND TRIAL ORDER TO-DAY

The Dominion Salt Co., Limited
Sarnia, Ontario

Of course housewives CAN be induced to try some other soap, but the soap the majority ask for of their own free will is the soap they find greatest satisfaction in. So well has Wonderful Soap satisfied housewives for years, that wherever it is displayed it is preferred above all others.

Guelph Soap Co.
Guelph, Ont.

SUMMER TIME

is the season for white things, when more OCEAN BLUE will be sold than ever. No other will satisfy your customers so well.

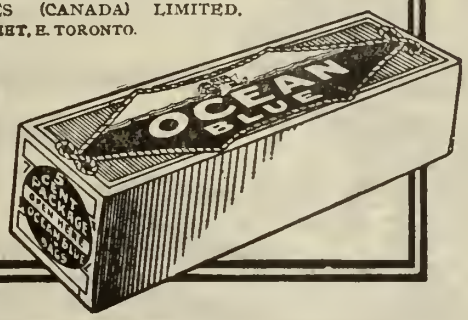
¶ So put in a window display of the attractive 5c. packages. It will draw permanent patronage.

OCEAN BLUE

Order from your Wholesaler.

HARGREAVES (CANADA) LIMITED.
33 FRONT STREET, E. TORONTO.

Western Agents:
For Man., Sask. & Alta.
Nicholson & Bain Winnipeg.
Regina, Saskatoon, Calgary and Edmonton. For B.C. and Yukon:
Donkin, Creeden & Avery, 117, Arcade Building, Vancouver, B.C.



"SOVEREIGN" SALMON

FINEST BRITISH COLUMBIA SOCKEYE

QUALITY IS OUR FIRST CONSIDERATION

PACKED BY
THE ANGLO BRITISH COLUMBIA PACKING CO.
LIMITED
VANCOUVER, B.C.

Indian Chief Brand CLAMS

POCOLOGAN FRESH CLAMS
TRADE MARK
Indian Chief Brand
CHIEF POCOLOGAN
POCOLOGAN KNEW A GOOD THING 300 YEARS AGO
SO DO YOU — TRY THEM
DIRECTIONS TO MAKE A STEW ADD ONE PINT GOOD MILK, A PIECE OF BUTTER SIZE OF WALNUT, A HANDFUL SMALL CRACKER OR STALE BREAD CRUMBS — HEAT TO A SIMMER

Always insist on getting this brand, because they are the very best clams on the market. They are always fresh and good because they are canned the same day they are taken from the clam beds, and put up in the most sanitary manner.

Just what the Restaurant Trade are looking for

Your Jobber will Supply You

Shaw & Ellis, Pocologan, N.B.

AGENTS:
Montreal, R. B. Hall & Son — Ottawa, William Forbes
Quebec, A. Francois Turcotte — Winnipeg, George Adam & Co.

Scores of Your Customers Will Appreciate this Improvement

Once you let them know of the change in CANE Wash Boards, scores of your customers will want this improvement.

War has hampered the shipment and raised the price of zinc to such an extent as to make it almost prohibitive for the manufacture of wash boards.

A substitute for the zinc was necessary and so ALUMINUM was the only material strong enough, durable enough, serviceable enough to stand the CANE tests.

Of course, Aluminum is a much better material. Less liable to crack, split or carry defects that will tear the clothing. Easier to keep clean, and its brighter appearance makes it an article that will sell easier.

We are therefore shipping, on request, any of our standard brands with ALUMINUM instead of zinc washing plate—AT THE SAME COST AS FORMERLY.

Surely there are scores of your customers who will appreciate this improvement. Just speak to them to-day and write for trial order.

The Wm. Cane & Sons Company
Limited
Newmarket, Ont.

When you sell

HEINZ
57
VARIETIES

PURE FOOD PRODUCTS

You give your customers—
Goods Made in Canada—
from Canadian Materials—
by Canadian Employes.

H.J.HEINZ COMPANY

Canadian Factory:—Leamington, Ont.
Warehouse:—Toronto

BRUSHES FOR EVERY HOUSEHOLD USE

"KEYSTONE" Bring the Customers

From shoe brushes to shaving brushes, through every other kind that can be used in the house.

But there is only one quality in all Keystone Brand Brushes and that is the best we can make at the figure—the kind that will bring customers back for more.

For prices, etc., write

Stevens-Hepner Co., Limited

Port Elgin, Ontario

BUY

STARBRAND

"Made in Canada"

Cotton Clothes Lines and Cotton Twine

Cotton Lines are as cheap as Sisal or Manila and much better

FOR SALE BY ALL WHOLESALE DEALERS

See that you get them

BLACK JACK

QUICK CLEAN HANDY

TRY IT

SOLD BY ALL JOBBERS

**¼-lb. tins—
3 doz. in case**

Money In Salesmanship

The trained salesman is practically independent. Scores of business houses seek his services.

It should, therefore, be the aim of every young man to qualify himself for a higher position. He can accomplish this in his spare time, just as hundreds have done.

No work so quickly develops poise, self-reliance, ease, ability to grasp situations, instinct to meet the demands of the moment, and the capacity to meet men of their own level, as representing MACLEAN'S.

This work puts you in touch with the prominent men of each town, a connection of inestimable value. We require representatives in nearly every town and centre of population in Canada. You can make from $5 to $10 per week in addition to your regular salary. We give you a practical training that is worth consideration.

Write us to-day for particulars.

MACLEAN PUBLISHING CO.

143 University Ave. -:- Toronto, Ont.

TEA

We are endeavoring to keep our stock well assorted, and notwithstanding the many difficulties, we are still able to offer at market prices many grades of the following kinds of Tea:

Ceylon and Indian Black Tea.
Ceylon Greens (Young Hysons and Gunpowders).
China Blacks (Congou).
China Greens (Young Hysons and Gunpowders).
Formosa Oolongs.
Japans, Crop 1915 and Crop 1914.

Prices and Samples cheerfully submitted on application.

John Duncan & Co.

Established 1866 MONTREAL

INSIST on Anchor Caps To-day. Make Easier Selling, More Attractive Displays and Better Satisfied Customers.

Anchor Cap & Closure Corporation of Canada
LIMITED
Sudbury St. West, Foot of Dovercourt Road TORONTO, CANADA

Tartan BRAND
THE SIGN OF PURITY

We have secured before the advance a very large import of famous

Phulcherra Garden Teas

These are recognized the highest type of Indian Tea, and we are offering this tea 5c. lb. below the present cost of importation. See our travellers or write for samples.

BALFOUR, SMYE & CO., Wholesale Grocers **HAMILTON**

'Phones, 3596, 3597, 3598, 4656; Night 'Phone, 1807.

Have No Hesitation

in recommending to your best customer

'Bluenose' Butter

It always opens up in excellent shape, and its quality and flavor are remarkably fine. Taste "Bluenose" yourself! Then you'll feel more enthusiastic about recommending it.

SOLE PACKERS.

SMITH & PROCTOR - HALIFAX, N.S.

SMITH AND PROCTOR
SOLE PACKERS
Halifax - N.S.

Sanitary Cans

"The Can of Quality"

Fruits, Vegetables,
Baked Beans, Soups,
Meats and Milk.

Sanitary Can Company
LIMITED
NIAGARA FALLS, ONTARIO

YOU CAN INSURE

the success of your customers' efforts in putting down their season's fruit by only supplying

St. Lawrence Granulated

THE ALL PURE CANE SUGAR.

SYMINGTON'S

(Regd. Trade Mark.)

COFFEE ESSENCE

PEEDS ALES

Brings delight to the busy housewife. So quickly and easily prepared, so delicious—One bottle makes 40 cups. A splendid seller and profit-maker. Your wholesaler can supply you.

Thos. Symington & Co., London and Edinburgh

Agents: Ontario—Messrs. W. B. Bayley & Co., Toronto. Quebec—Messrs. F. L. Benedict & Co., Montreal. Vancouver and Winnipeg—Messrs. Shallcross, Macaulay & Co.

LARGEST MAKERS IN THE WORLD

Tin Foil—all descriptions

Tea Lead—all gauges and sizes

Metal Bottle Capsules—any size, color or stamping

Collapsible Tubes—plain or colored

ALL BRITISH MADE

Send specification of your needs or samples of what you now use — stating qualities — We will give you BEST QUALITY — BEST DELIVERY — BEST PRICES

BETTS & COMPANY, LIMITED

Chief Office:—1 Wharf Road LONDON N., ENGLAND

RICE

Adopt the "From Mill to Customer" Idea in ordering Rice, Mr. Wholesaler

Here's the idea boiled down into as few words as possible:—

Send your order to us, we will ship direct to the retailer for your account.

No worry, less money tied up in stock, less warehouse space used, no trouble or delay in handling.

This means quicker service for your customers, which reflects to your credit.

Start to-day and talk more rice sales and direct service to the retailer.

We are exclusively rice millers, and as such can offer fresh goods and quick service.

Push Rice, Mr. Retailer, and reduce the cost of living.

If it's "Mount Royal," it's **Milled in Canada.**

Mount Royal Milling & Mfg. Co.

D. W. ROSS CO., Agents

MONTREAL

Canada's Choicest Catsup
AYLMER BRAND

That delightful tang and flavor found only in Aylmer Brand will create unusual demand—and hold it.

Canadian tomatoes are unequalled anywhere for richness of flavor. Aylmer Brand Catsup brings to your customers these choicest tomatoes, prepared with the utmost care. Ask your dealer to send you a few cases to-day.

The Evidence of Quality

Manufacturers' Agents and Brokers' Directory

The Canadian market is over three thousand miles long and extends from the peach belt to the Arctic Ocean. Manufacturers and merchants can not hope to cover this market satisfactorily or get the best out of their Canadian opportunities without the assistance of local agents. The following firms in all parts of Canada are prepared to act as agents for good lines. The service department of the Canadian Grocer is at the disposal of firms wanting agents or agents wanting agencies.

ONTARIO.

HENRI DE LEEUW
28 Front St. E., Toronto.
IMPORTER-EXPORTER
FOODSTUFFS
Connections all over the world.

Established 1859
GEO. STANWAY & CO.
TORONTO
Agents for "Horseshoe," "Tiger" and "Sunflower" Salmon. Fred. L. Myers & Son, West Indian products. Pritchard Rice Milling Co., Texan Rices. Alexander Molasses Co., New Orleans Molasses.

W. G. A. LAMBE & CO.
TORONTO
Established 1885
SUGARS FRUITS

W. H. Millman & Sons
Wholesale Grocery Brokers
Toronto, Ontario

Choice, faced peaches, 25's, on spot at a very low price.

W. G. PATRICK & CO.
Limited
Manufacturers' Agents and Importers
51-53 Wellington St. W., Toronto

STIRLING & YOUNG
General Brokers Phone Main 4331
27 Wellington St. E., TORONTO
Agents for the Sudbury Flour Mills Ltd., Sudbury
Reference : : : Bank of Montreal

WESTERN PROVINCES.

GEORGE E. MEASAM
COMMISSION MERCHANT
Agencies for confectionery lines solicited. My representatives canvass the retail trade every six weeks in the Country and every two weeks in the City. P. O. BOX 1721,
Edmonton, - - - - - Alberta.

W. H. Escott Co.,
LIMITED
Wholesale
Grocery Brokers and Manufacturers' Agents
Commission Merchants
WINNIPEG REGINA
CALGARY EDMONTON

H. P. PENNOCK & CO.,
Limited
Wholesale Grocery Brokers and Manufacturers' Agents.
WINNIPEG. REGINA.
We solicit accounts of large and progressive manufacturers wanting live representatives.

WATSON & TRUESDALE
Wholesale Commission Brokers and Manufacturers' Agents.
120 Lombard Street
WINNIPEG - MAN.
Domestic and Foreign Agencies Solicited.

FRANK H. WILEY
Manufacturers' Agent
Groceries and Heavy Chemicals
Enquiries solicited for shipment from Spot stock Winnipeg or for Import.
757-759 Henry Avenue, Winnipeg

RUTTAN, ALDERSON & LOUND
LIMITED
COMMISSION BROKERS
Representing Canadian and British Houses
Agencies Solicited.
WINNIPEG, - MAN.

BRITISH COLUMBIA.

The Campbell Brokerage Co.
Manufacturers' Agents and Commission Brokers.
We have our own warehouse and trackage. Shipments stored and distributed. Can give special attention to a few good agencies.
857 Beatty Street - -Vancouver, B.C.

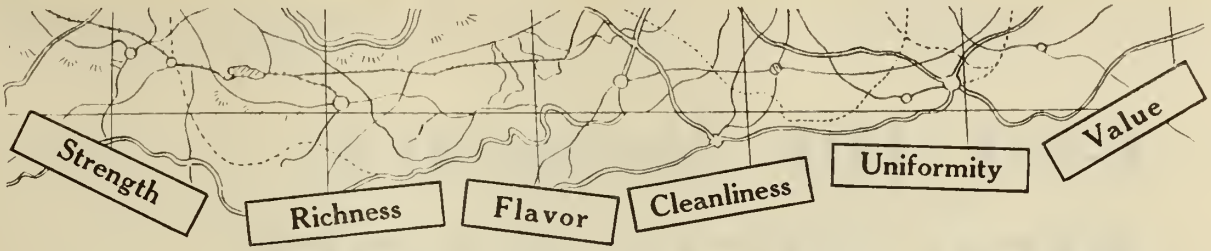
NEWFOUNDLAND.

T. A. MACNAB & CO.
ST. JOHN'S - NEWFOUNDLAND
MANUFACTURERS' AGENTS
and COMMISSION MERCHANTS
Importers and exporters. Prompt and careful attention to all business. Highest Canadian and foreign references. Cable address: "Macnab," St. John's. Codes: A, B, C, 5th edition and private.

QUEBEC.

W. J. McAULEY
Commission Broker
Flour, Feed, Grains, Potatoes.
We are open for a good agency in foodstuff line, calling on the retail trade.
522 Board of Trade Bldg., Montreal

The firms who advertise are the firms who invite your patronage, and are most deserving of it. A product that is persistently advertised to the critical dealer is a product that can be relied upon to give the satisfaction desired, for the maker behind that product must have confidence that it will earn your approval; otherwise, he would not dream of holding it up for your and your customer's criticism.



The Impregnable Line

See the Red Rose Tea qualities mobilized above. They form an impregnable line—a line of quality that cannot be beaten and one that sweeps ever onward, capturing new trade.

The Indian strength, Indian richness and Indian flavor, due to the large proportion of Assam Indian tea used, give Red Rose Tea characteristics that a straight Ceylon tea lacks.

The absolute uniformity, the perfect cleanliness and the utmost limit of value for the money are other strong qualities, which, joined with the Indian characteristics, make Red Rose Tea your best ally whether you contemplate making a big "drive" ahead in your tea business or just a steady, consistent advance.

T. H. ESTABROOKS CO., LIMITED
St. John Toronto Montreal Winnipeg Calgary

Custard Powders

We are the selling agents for White's Custard Powders and Jelly Crystals.

Custard Powders in the following sizes:—

6 oz. Tins (c/s 72)	$ .90 Doz.
10 oz. Tins (c/s 72)	1.35 Doz.
16 oz. Tins (c/s 36)	2.10 Doz.

(Vanilla, Lemon and Almond Flavors.)

Notwithstanding the extra cost of importation, we are maintaining the old selling prices which are lower than most other lines. The quality is unquestionable, and we will appreciate a trial order.

JELLY CRYSTALS—ALL FLAVORS—Cartons 1 or 3 Dozen—80c Dozen.

WRITE, WIRE OR 'PHONE AT OUR EXPENSE—ADE. 1057, 941, 867.

Warren Bros. & Co.

LIMITED

Queen and Portland Sts., TORONTO

HERE ARE A FEW OF

McVitie & Price's BISCUITS

established favourites from the Old Country, which every grocer should stock:

DIGESTIVE.	"The Premier Biscuit of Britain." Finest wholemeal.
SCOTTISH ABERNETHY.	The Scottish favourite.
ACADEMY CREAMS.	Rich cream-filled shortbread biscuit.
CREAMY CHOCOLATE.	Chocolate biscuit filled with cream.
OSBORNE.	The standard Old Country biscuit, delightful flavour
RICH TEA.	Popular Scottish tea biscuit.
SMALL PETIT BEURRE.	Fine butter flavour.
CORONATION.	Rich shortcake.
BUNTY CREAMS.	Butterfly shape, cream sandwich, almond flavour.
BUTTERETTE.	Light short-eating cracket.
ROYAL SCOT.	Ideal tea or coffee biscuit.

Recognized Official Agents in the following cities:—Halifax, Montreal, Toronto, Winnipeg, Calgary, Edmonton, Lethbridge, Vancouver and Victoria.

Get the Season's First Strawberries

Still glistening with dew when we picked them—large, luscious fellows with the taste and tang that go only with berries well favored by Nature.

All in a few short hours from the time they clung to the bushes, we transfused their full-blown goodness to the air-tight jars and pails. Here their delicious wholesomeness will be preserved intact until occasion requires them.

How many of *your* customers will want to know what really delightful jam the choicest of berries and infinite care can produce?

Better write and mail your order to-day.

Furnivall-New, Limited
Hamilton, Canada

Agents: **Ontario**—MacLaren Imperial Cheese Co., Ltd., Toronto. **Montreal**—W. S. Silcock. **St. John, N.B.**—W. W. Chase, 79 Paradise Row. **Halifax, N.S.**—B. C. Woodworth, 533 Robie St. **Sydney, N.S.**—A. E. Sheppard. **Hamilton**—Grocers' Specialty Co. **Winnipeg, Man.**—H. P. Pennock & Co. **Calgary, Alta.**—Jacksons, Ltd. **Edmonton, Alta.**—Central Brokerage Co.

Retrospective and Objective

Twenty-three years ago we started in the packet-tea business with a fixed determination to serve the public with a tea of consistent good quality at all costs.

To-day, with an output amounting to something like thirty million packets yearly, we can look back and honestly say that we have lived up to the letter of our determination.

Markets and outside conditions have compelled us to advance the minimum price of "SALADA" from 25c. to 30c., to 35c., to 40c. a pound, but the quality has never suffered a particle.

We look forward with a faith in the public who have, in the past, shown their appreciation of our determination to maintain the high standard of quality that has made "SALADA" unique among teas.

"SALADA"

TORONTO MONTREAL LONDON (ENG.) NEW YORK CHICAGO BOSTON BUFFALO DETROIT PITTSBURG PHILADELPHIA

P.S. Remember there is no other firm or corporation in the world can sell better tea than Salada Quality at Salada Price.

ROYAL SALAD DRESSING

Recommend ROYAL—it will please your most particular customer. When you dress your window with Spring and Summer specialties put in a few bottles of ROYAL SALAD DRESSING.

Made in Canada for Canadian trade.

Made only by

The Horton-Cato Mfg. Co.

WINDSOR, ONT.

Can You Meet Summer's Heat Adequately?

Science and experience have proven there is only one way to meet the demon of spoilage and that is with the dry, cold air circulation refrigerator. This system is embodied most successfully in Eureka Refrigerators.

For thirty years the majority of butchers and grocers have proven by EXPERIENCE the Eureka is the only refrigerator that will keep their perishables as fresh, pure and sweet as their customers insist they must be.

Be on the safe side. Get the Eureka. Write for catalogue and prices, free on request.

Eureka Refrigerator Company Limited

31 Brock Ave. TORONTO

The food that nourishes children, mothers and invalids—

Robinson's "Patent" Groats

AGENTS FOR THE DOMINION

Magor, Son & Co., Limited

191 ST. PAUL ST. W., MONTREAL
30 CHURCH STREET, TORONTO

THIS cereal preparation has a wide range of uses in every community—every household will be the better for using Robinson's "Patent" Groats every day whether for the children, the nursing mother or an invalid.

You can see the possibilities of a splendid sale for this famous food. If your stock is low phone your wholesale house.

Is John in Your Employ?

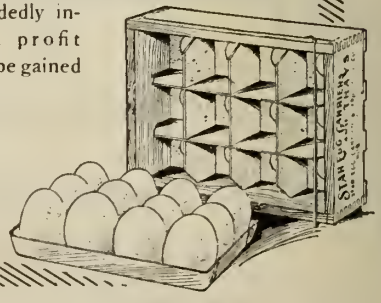
WHO is John? He's the model delivery boy — The Star Egg Carrier boy. Dozens and dozens of eggs are delivered each week by John, and there is never a broken egg. Why? Because his employer provides him with Star Egg Carriers, the most practical, convenient, as well as least expensive System of egg handling ever devised

Complaints about broken eggs are unknown to John. And he loses no time in the delivering. It's a cheery "Good Morning," as he turns the Carrier upside down and leaves the eggs safe and sound in the Tray on the housewife's table—and he's off again.

Did you notice the smile on John's face? It's always there. Broken eggs, disgusted housewives and a disgruntled boss are things of the past with John.

Why wouldn't the Star System for Safe Egg Handling prove an exceedingly good investment in your business? Your customers would appreciate the better service and you the decidedly increased profit that's to be gained

Write us



STAR EGG CARRIER AND TRAY MFG. CO.

Jay Street, Rochester, New York

CANADIAN GROCER

VOL. XXIX TORONTO, JUNE 25, 1915 No. 26

Clerks Who Are Real Salesmen

Announcement of Salesmanship Contest Shows Possibilities of The Men Behind the Counter—Young Man Gets 60 Customers for New Brand of Shortening—Another Sells $106 Worth of Cereal Products In a Short Time — How Dried Peaches Were Moved Out.

Introduced New Line of Shortening.

By R. H. Patchett, Parry Sound, Ont.

HAVING received 100 pounds of a certain brand of shortening which was a new article coming into our store for the first time, I decided to spend one week in creating a demand for it.

One bright and sunny Monday morning, a woman walked into our store, and stepping up to the counter, I said to her: "Good morning, Mrs. Thompson, this is an exceptionally fine morning for April," to which she replied that it was grand. She opened her purse and took from it a slip of paper which was an order she requested to be sent to her.

On reading her order, and on excusing myself for interrupting her, I said: "I would like to show you a new line of shortening we have just in. I know you will like it." Taking a package from the refrigerator and opening it to show her, I said: "This is 3c a pound cheaper than lard and you can get better results with one-third the quantity than with lard. If you take this home and do not find it as I say, I will gladly refund you any loss you may have had through it." "All right," she said, "send it along." She came into the store a few days later and told me she never had better pastry. She never did better cooking in her whole cooking experience, and she had told several neighbors about it—she was so enthused about this shortening. I never lost one customer in the week that I pushed the sale and I never had a dissatisfied customer; also through the influence of our customers we sold a quantity to others.

We gained a great deal of trade through this, as people realized I was giving them something good in quality, and also saving them money, and they appreciated my interest in them by telling me that I gave them pure goods, and at less money when I sold them this brand of shortening. I sold about 60 pounds in five days.

* * *

Sold $106 Worth of Cereal

By G. H. Viccars, Calgary, Alta.

A SHORT time ago a certain milling firm put on in this city a special selling campaign for one week, offering a prize to the clerk in each store, who sold the most of their products during the one week. Their chief lines were flour, farina, and rolled oats. This meant that practically every grocery clerk in the city was out for this prize.

By the following methods I was able to sell $106 worth of their goods in all. I made it my business to mention these lines to all whose wants I attended to. I explained that the goods were put up here, which meant more work for local help; that the quality was No. 1, and pointed to the fact that these goods were being extensively advertised. I had a sample of each line on the counter, and took good care to show them to all. By this time in almost every case the customer became interested, when I would then mention the prices. Most of the resulting sales were for small quantities, which meant a large percentage of these customers buying.

* * *

How Sale of Dried Peaches was Increased.

By Miss E. L. Dowson, Toronto.

A SHORT time ago our firm received a consignment of dried peaches. While the fruit

WINNERS IN THE CLERKS' CONTEST

The winners of the three prizes in the Clerk's Salesmanship Contest, which was announced some time ago in Canadian Grocer, are as follows:

First Prize—RUPERT H. PATCHETT, of the Wm. Beatty Co., Ltd., general merchants, Parry Sound, Ont.

Second Prize—G. H. VICCARS, with F. G. Freeze, Calgary, Alta.

Third Prize—MISS E. L. DOWSON, with Robert Dowson, 234 Queen Street West, Toronto.

The articles sent in by the winners are reproduced on this page. The judges decided on Mr. Patchett as winner of the first prize, principally because of the fact that he successfully introduced a new line to his customers which they had never seen nor heard of before. By studying his line carefully and by explaining the principal features of it, to customers, he was able to sell some 60 lbs. of a certain new brand of shortening in five days. The judges of course further considered the future value of this introductory salesmanship. The fact that one customer returned to say that this line made the best pastry she ever had, will no doubt prove to be a strong advertising point which that store will use in future. It is also reasonable to expect that this woman has over and over again passed along the good news to her neighbors and friends. Sixty pounds in five days, means 60 new customers for this particular line—and he had no help from this firm in newspaper advertising. The entry of Mr. Patchett was sent in on May 1st, and it is reasonable to expect that by this time the list of customers for this line has greatly increased.

* * *

By selling $106 worth of the products of a certain milling concern during a contest, G. H. Viccars, of the F. G. Freeze store in Calgary, demonstrates that he is a salesman. In comparing his work with that of the first prize winner, the judges considered the fact that he was working in a contest and that therefore not quite under ordinary natural conditions. Nevertheless, he made a very splendid record and one that shows the possibilities of the retail salesman in the grocery store.

* * *

The work of Miss Dowson, the winner of the third prize, showed that she performed a very useful service in selling the dried peaches which were a little off in appearance. It shows ingenuity in disposing of a line which if left unsold would sooner or later have become dead stock. No doubt in every store there are certain lines that could be treated somewhat similarly to get them out of the store and into the hands of customers. If more attention were paid to this feature of grocery selling, there certainly would be less dead stock on the shelves and in the warehouses.

In next week's issue will appear some of the other replies to the contest. Two or three splendid examples of the selling power of the clerk have come in from Quebec Province, and these will appeal next week.

The winners of the above contest receive $3, $2 and $1 respectively.

was appetizing enough to the sense of smell, it did not prove very tempting in appearance. However, it had to be sold, so I cast about for some method of introducing it to the customer other than by the ordinary one of simple display.

Securing a pint sealer, I thoroughly soaked overnight what I considered would be enough of the fruit to fill it. In the morning I was amazed to find how the uninviting peaches had expanded to a surprising size, and great was my delight when, on boiling and putting them up in the sealer in the regular way, I discovered how really fresh and tempting they looked.

An equally important discovery was the astonishing fact that only half of the quantity I had at first thought enough, was necessary, and this impressed me as an excellent selling factor.

This sealer of fruit was placed conspicuously on the counter beside the dried peaches, and, frequently, with the addition of aptly-written and neatly-placed cards, succeeded in making a sale by itself through merely exciting the customer's curiosity and attention, and without any formal introduction from me. Where this was necessary, I rarely failed to convince a woman of the pure economy of this method of providing fruit for her table, when, in this between-seasons period, fresh fruit is so extremely expensive.

Necessity of the Inventory

A Story Which Demonstrates Pretty Conclusively How Beneficial it is to Know Inner Facts of the Business—Goods Not Marked Sufficiently High to Pay Net Profit—Expenses Eating Up All the Margin—Five Years Wasted.

A LEAFLET containing a valuable story for retailers, was recently sent out by Daniel P. Morse, of Morse & Rogers, New York. The subject of it is the annual inventory.

It is the story of a general storekeeper, who, after being in business several years, took an inventory which acted as a sign post pointing to indicate that the broad, straight highway he was on was leading to destruction. The retailer says that he was the most surprised and worried man after he had begun to understand what the inventory figures meant. He had done a good business, increasing a little every year, but there was no net profit even on the books. He realized that he must find where the trouble lay or the sheriff would.

Business Methods Were Wrong.

The inventory showed merchandise in stock costing $12,000. This was larger than he had ever had before, but the increase was completely offset by increased obligations so that there was no satisfaction in the stock increase. There was something wrong with the management and method of business.

The first discovery was that while sales had shown small increases each year stock had increased even more. Five years ago a business of $25,000 had been done on a stock of $7,000, but last year a business of $30,000 was done on a stock of $12,000, each year excuses being made for overbuying, on the ground that frequent changes in style and a fickle public made larger purchases necessary.

The big stock was what worried him, for he saw that he would be lucky if he could get 50 cents on the dollar at a forced sale, but there were some other mistakes found upon careful reflection and study of the figures, some small and unimportant in themselves, but amounting to considerable in the aggregate.

How Goods Had Been Marked.

The most important came out in a study of the question how much profit would have been made during the previous year if there had been no loss from overbuying, or from the other leaks discovered. To determine this a comparison of expenses for the year with an estimate of the gross profit of the merchandise sold was made. When he had started in business he had understood that the majority of retailers figured on an average profit of about 20 per cent. This was accepted as standard and merchandise was marked at approximtely 20 per cent. over the cost price. When he compared his estimated gross profits with expenses for the year he found, to his surprise, that the expenses about equalled the gross profits. This was a hard jolt because it was perfectly plain that he had not been adding enough profit to his goods, and by going over the case carefully he found that expenses and the cost of doing business had increased all out of proportion to sales, yet there had been no increase in the percentage of gross profit.

The Error Discovered.

Not being able to understand the situation, he took it up with a friend, a banker, who pointed out that his entire method of determining what percentage of profit was necessary was entirely wrong. He showed that expenses were about $6,000 and sales about $30,000, and $6,000 was 20 per cent. of $30,000. This made it clear that 20 per cent. on the selling price must be made to cover expenses alone, though the retailer had been thinking that he was making 25 per cent. gross profits on sales by adding only 25 per cent. to the cost price. He learned that to come out with 25 per cent. profit on his sales he must add 33 1-3 per cent. to the cost price. The idea was such a revelation to this retailer that he felt that it must be a mistake many other merchants were making, that comparatively few understand that there is a mighty big difference between 25 per cent. on cost price and 25 per cent. on selling price.

Maximum Business—Minimum Investment.

When the retailer had analyzed the situation closely his next step was to clean up and reduce his stock to a reasonable amount, and then adopt the practice of doing a maximum business on a minimum investment. The importance of this had never occurred to him. He had bought all he thought he could sell and without much regard for what he would have left over. He said his profit did not begin until he kept his stock down consistent with the demand of trade, which gives the added advantage of keeping the stock fresh all the time and little risk of getting loaded with styles that go dead. Further, with stock small, bills have been met promptly and cash discounts taken advantage of, which gives an item of profit representing a tidy sum at the end of the year. He said that at one time he had begun to feel, before he understood his business, that the small merchants were being crowded out by the big stores, but now he knows, for his own experience has taught him that his difficulties were all due to personal blindness to the condition of his own business, that competition had nothing to do with five years spent in making a bare living.

Horace Smith, city buyer for H. P. Eckhardt & Co., Toronto, has joined the staff of John Sloan & Co. wholesalers, Church St., Toronto. J. Poyter late of Eby-Blain & Co., Ltd., Toronto, has succeeded Mr. Smith as local buyer.

Sold Car and a Half of Canned Goods

An Achievement of a Retail Firm in Quebec City—Put on Guessing Competition Free To All—Gave Prizes in Canned Goods to Extent Of About $50—Business Spread Over Early Part of Week.

By C. W. WALTON.

There were 5,286 cans of fruit and vegetables in this display, and it helped to sell more than a carload in a short time.

HOW to get people into the grocery section of a department store when it is located on the top floor, and how to distribute the crowd over a whole week instead of getting them all on Friday and Saturday, are two important problems coming up for solution every week. It is said that a fortune awaits the man who can solve the latter of the two problems. How the first problem was solved by The Paquet Company, the largest department store in Quebec City, is told in this article.

A window display of 5,286 cans of fruit and vegetables was made, and prizes offered to the ones who guessed nearest to the correct number. Over five thousand people entered for the competition, and to enter, it was necessary to go to the grocery department on the top floor, and there register in a book, which was located in the midst of a pyramid of canned goods. The whole thing had a canned goods flavor to it, and it is not surprising that the store sold a car and a half of canned goods as a result of the interest aroused in this food.

There were no conditions in the competition. It was not necessary to buy anything before entering. That would have spoiled their scheme for getting people to the top floor and would probably have been illegal. There being no obstacles, a woman took the elevator immediately after making her guess on the street below, registered in the book, and then proceeded to wander around the department, purchasing groceries. About twice as much business was done during the first five days of the week as ordinarily.

The prizes were as follows: 1st prize, 2 cases, 2 doz. each, tomatoes; 2nd prize, 2 cases of peas; 3rd, 2 cases of corn; 4th, 1 case tomatoes; 5th 1 case of beans; 7th, 1 case prunes; 8th, blueberry; 9th, pears; 10th, peach; 11th, strawberries; and 12th, apples.

It is not often that department stores devote their windows to the display of groceries, and this illustration shows what can be done when a little ingenuity is displayed. Contents of the various cans were poured into cut glass bowls, and displayed in front of the canned goods display. The empty can standing beside the fruit or vegetables made a tempting sight, and there is no doubt at all that this accounted for much of the success achieved.

Mr. Dubuc, manager of this department, is authority for the statement that the total cost of prizes and newspaper advertising did not exceed fifty dollars. There was some near guessing, the winner being only six cans off the correct number, while the other prize winners were not more than fifty out.

By-law Governing Sidewalk Sweeping

Toronto Merchants in Police Court — One Successfully Defended by Retail Merchants Association—Inconsistencies of the Law—Has a City Power to Enforce Its By-laws?

FROM time to time grocers have been fined in various cities for dry-sweeping their sidewalks, and in some cases, there are municipal by-laws prohibiting them from sweeping at all after 8 o'clock. Recently in Toronto a certain grocer found it necessary to have his delivery boy sweep some peanut shells off the sidewalk in front of his store, which had been thrown there by some youngsters. A police officer happened to see the sweeping operation —which took place after 8 o'clock—and the grocer in question was summoned to appear in court, to answer a charge of sweeping his sidewalk after 8 o'clock in the morning. The incident was placed in the hands of E. M. Trowern, secretary of the Retail Merchants' Association, who has a pretty intimate knowledge of municipal by-laws as well as Government statutes limiting same. It was decided after the entire matter was gone into carefully, to fight the civic authorities, and the Association has won out. Probably a full text of the by-law governing same and the arguments put forward by the secretary of the Association will be of advantage to grocers in other cities where similar by-laws exist.

The Wording of the By-law.

In 1904, just eleven years ago, a by-law, known as by-law No. 4,317, was passed in Toronto and it has remained on the books ever since, more or less dormant. Occasionally it is resurrected and about the 1st of May this year, several prosecutions were instituted, and retail merchants brought before the police magistrate. The by-law reads as follows:

"Every occupant, and in case there is no occupant, the owner of every house, shop, building, lot or parcel of land, and every person having charge or care of any church, castle or other public building, fronting or abutting on any street where the sidewalks are planked or paved, shall water and cleanly sweep and keep clean from obstruction from dirt, snow, ice or other encumbrances, the pavement or sidewalk in front of and about his premises before 8 o'clock in the morning of each day, from the first day of April to the first day of November, and before 9 o'clock each morning during the rest of the year, Sundays excepted."

Now we come to the peanut-shell case. So that the front of his store might look as clean as possible, this grocer had the peanut shells swept off onto the street. The argument used by the Secretary was that the city council had no power to pass such a by-law as there was no Municipal Act on the Statute Books to compel retail merchants to sweep or clean the public highway, and consequently the by-law was valueless. Coming down to the simple meaning of the by-law, the Secretary's argument is that it means that every retail dealer in Toronto must water and cleanly sweep the sidewalk in front of and about his premises before 8 o'clock in the morning every day of the week except Sunday. If he opens his store at 8.30 or 9 o'clock he must either have it done by contract before 8 o'clock in the morning or not do it at all. If by any reason dirt of any sort accumulates on the sidewalk either by the receiving or delivery of goods, or the taking in of coal, through the front entrance to the cellar, or by persons throwing waste on the pavement, the dirt and dust accumulated must remain on the sidewalk all day and until the following morning before 8 o'clock. To even sprinkle and sweep any time after that hour is a violation of that by-law, and for doing this the merchant is quite apt to be summoned and fined.

Different Law for City Employees.

The street sweepers who are hired by the city and receive their pay out of the taxes paid by the merchants, can and do dry-sweep and clean the pavement any time they like, day or night. They can and do raise volumes of dust, but if the retail merchant is caught sprinkling the sidewalk and sweeping it after 8 o'clock in the morning, he must pay toll again to help provide the police and police court officials with money to enable them to still further procure exactions from the retailer.

Under the circumstances, Mr. Trowern's idea is that the best course to pursue is to let the city, which owns the sidewalks, take care of the sweeping of them itself. His contention is that the retail merchants have been voluntarily sweeping the sidewalks in order to keep the dust and dirt from drifting into their store, and by so doing have been doing the city a service at their own expense. The city now thinks it is a duty the retailers owe to it and if retailers continue it, and run the risk of being fined, very soon the city will be compelling them to get out and clean up the street opposite their stores and to do the one thing is just as reasonable as to do the other.

Mr. Trowern put up a strong case for his client with the result that the action was thrown out.

—⚙—

MERCHANTS CONVENTION IN WINNIPEG.

Winnipeg, June 24.—That a monstear convention to which all the retail merchants of the province of Manitoba are invited will be held in Winnipeg between July 1 and 10, during the Patriotic week, was definitely decided upon by the Retail Merchants' Association at a joint meeting of the Manitoba and Winnipeg executive boards.

C. F. Rannard, the provincial president, states that there are a number of questions of vital importance to the retailers, and it is the intention to discuss these at length at the convention with a view of advancing the interests of the retailers and increasing the membership of the Retail Merchants' Association throughout the province, thus placing the association in a position to handle all questions in a systematic manner.

It is felt that this can only be accomplished by complete co-operation and interchange of ideas and experiences. Arrangements are being made with a number of good speakers from provincial points as well as the city, to deliver addresses.

—⚙—

HAMILTON GROCERS' PICNIC.

By a typographical error the date of the Hamilton Grocers' picnic was given in last week's issue as June 23. This should have been July 21, as was stated in our issue of May 21. Those who have decided to attend this big picnic will therefore remember that it takes place on Wednesday, July 21, to Niagara Falls.

—⚙—

SERVICE DEPARTMENT

Editor Canadian Grocer.—Kindly send us the name of the manufacturer of Olympia Lime Juice.

Yours very truly,

St. Thomas, Ont. THE H— CO.

Editorial Note.—The manufacturer of Olympia Lime Juice is The National Drug and Chemical Co. Their Toronto address is 240 Richmond St. W.

Hot Weather Hints for the Grocer

How to Overcome Some Bad Features of the Hot Weather—Drinking Fountain for Customers' Convenience—Use Plenty of Show Cards in the Window—Combating Destructive Work of Fly—Other Helpful Hints.

Written for Canadian Grocer by W. H. MARRON.

THE good old summer time is here in deadly earnest with its accompanying pleasures and discomforts. The public in general try to make provision as far as possible to throw the heavy side of the balance in favor of its pleasures. They don the lightest and most comfortable apparel; they make the ice cream parlor and soda fountain a favorite haunt; they purchase those foods most suitable to the inflated temperature as well as those that will allow preparation of meals with minimum of labor. It is well that it should be so. The grocer is by no means the least benefited by the change which the weather makes essential.

It is also well that the grocer makes some provision to reduce the handicap under which he works in the summer to a minimum. He will attempt to overcome the bad features which the warm weather tends to bring to his business. This will include not only a determined effort to maintain summer business at a stardard by live, progressive methods, but also any innovation which will keep the store in attractive trim, prevent loss of goods through warm weather or the strong days of Old Sol, or any feature which will add to the comfort of the shopper.

There is a grocer I know on the main street of a certain Canadian city who has recently installed a drinking fountain for the convenience of his patrons. It occupies a prominent position in the store and here there is always a plentiful supply of cool spring water with which customers may quench their thirst. This is something that customers appreciate, even if it should be nothing better than a clumsy jug and glass. On a hot summer day with the thermometer attempting to reach the century mark and the streets sultry and dusty, the shopper will remember the store where a cool drink of water is to had gratis and there they go to make their purchases. At least, merchants who have tried the scheme claim this to be the order of things in a good many cases. The cost is little when compared with results.

Watch Foods in the Window.

The grocer has to be careful during the summer months lest he put goods in the window which heat or sun might damage. "At any rate," states a Western Ontario window trimmer for a large firm "if the sun has any chance it fades and discolors the wrappers on the packages. For this reason during the summer I place less goods in the window, but use more show-cards. A good show-card will often create more interest than the goods themselves."

In combating the sun, the value of a good awning should not be forgotten. A certain Manitoba grocer whom I know finds that an awning does not shade the bottom of his window at certain times of the day. During these hours he stretches a piece of canvas across the bottom of the window on the outside. On this is printed a message which passing customers may read. It is only a foot wide, does not shut off a view of the window, and besides has an advertising value.

Destroy the Fly.

Flies are a troublesome little pest during the summer. One firm found that the mirrors which are ranged along the back of their grocery department were smeared very badly by flies during the warm weather. Mirrors give the store an improved appearance at most times, but during fly time it would sometimes be better if they were not there. To overcome this during the summer months the mirrors are frosted over so that the work of the fly does not show.

Flies are also very destructive to labels of packages on the shelf. A certain New Brunswick dealer found this out three years ago. He put in a vegetable department at this time and this seemed to draw the flies and packages on the shelf were becoming quite unattractive. He placed a netting over the shelves which hung down from the top ledge. The bottom was weighted down by a light rod, so that after it had been raised to get goods off the shelf, it would fall back into place. Similar provisions have to frequently be made to bar the flies from the show window.

A fine suggestion for a summer camp goods window trim.

CANADIAN GROCER

ESTABLISHED 1886

The Only Weekly Grocery Paper Published in Canada.

THE MACLEAN PUBLISHING COMPANY
LIMITED.

JOHN BAYNE MACLEAN, President.
H. T. HUNTER, General Manager.

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Likely Advance in Vinegar.

OWING to the increased cost of alcohol it is likely we shall see in the near future an advance in the price of vinegar made from alcohol. Readers will appreciate the fact that alcohol is a very necessary article during war time, and during the present period of hostilities in Europe great quantities have been gathered in by the nations at war. Our information indicates that alcoholic vinegar, will be advanced in price about 20 per cent.

Just when this advance will actually take place, is not known, but it is not likely that it will be long deferred.

California Fruit Shipments.

ADVICES from California intimate that shipments of deciduous fruits from that state are considerably below those of last year. It is explained, however, that this difference is not due to any shortening in crop, but to the fact that the state has been visited by some late rains and cool weather which has postponed the ripening period for about a couple of weeks.

The total shipments of deciduous fruits for the last week for which we have figures were 111 cars as against 297¾ cars in 1914, and the total shipments for the season are only 194 cars as against 523½ cars at this time last year. Cherry shipments are rapidly gaining on last year's shipments and during one week recently, exceeded the corresponding week of a year ago.

Fish in B.C. Waters.

IT has been estimated that the value of the product of the Pacific Coast Fisheries for the year 1914, was approximately $60,000,000. Of this amount British Columbia is credited with over $11,000,000. The value of the output of the salmon canneries on the coast for the last year, was $38,622,000 and the total value of salmon marketed from the British Columbia catch was $10,243,670. This was divided as follows: Used in fresh state $1,491,419; canned, $7,743,399; salted, dry, $645,450; mild cured, $215,386 and smoked, $148,025. This shows that the great bulk of the salmon caught in the Pacific Coast Province is canned.

Next in value to salmon in the British Columbia fishing industry is the production of halibut. The catch of this variety of food fish on the Pacific Coast in 1914 was approximate 65,000,000 lbs. with an aggregate value of $2,600,000. The market value of halibut landed in British Columbia last year was $1,734,200 lbs. or more than one-half of the total catch in the coast waters. It is because the fishing grounds on the Pacific Coast are close to the port of British Columbia that halibut can be marketed in Eastern cities, sooner than fish of the same class taken from Atlantic coast waters.

Other fish caught in British Columbia waters include herring, cod fish, and while it may not be generally known, there are a number of whaling stations on the Pacific Coast, four of which are in British Columbia. There were 1,426 whales caught in Pacific Coast waters in 1914, which produced 1,751,830 gallons of whale oil, as well as many thousand gallons of sperm oil and several tons of fish meal, fertilizer and whale bone. These figures give one a glimpse of the importance of the fishing industry in British Columbia waters.

Meeting Obligations

A NUMBER of manufacturers and wholesalers have drawn attention to the failure on the part of some retailers to deal in a judicious manner with drafts that are presented to them. By this it is not meant that they do not meet them. That is implied in the point taken, but this is not the main complaint. It is the carelessness, shall we call it, or neglect or disregard of their commercial reputation which seems to be at the bottom of the attitude, or lack of attitude, of some merchants, particularly at the present time. Some supply houses have been more or less accustomed to wait a little longer than usual for the payment of some of their accounts

since the war began, and collections have not been up to the mark. But it is the manner of dealing with these obligations to which objection is taken, and rightly so. There are some cases where a draft will be sent to the retailer and where it will be refused without any explanation or any promise as to future payment. Surely this is bad business and an action which will surely injure the credit of the retailer. The supply houses, for the most part, have shown themselves very reasonable under present conditions but the least that is due them if payment cannot be made, is that the failure to do so should not be passed over in silence, but an explanation and some information given as to when the creditor will be likely to meet his obligation.

The result of this would be, in the majority of cases, that the manufacturer would retain his respect and faith in the retailer and the latter's credit would not be impaired. The difficulties under which most merchants are laboring now are recognized, and at no time is the element of courtesy and of candor in the relations between the creditor and the debtor more advisable. Letting a draft go by default is the worst kind of practice. The inevitable result is to stiffen the resolution of the wholesaler to cut down on the credit he is giving, and the retailer will be the loser.

New Grading for Eggs.

READERS of Canadian Grocer noticed in last week's egg market report a change in the classes and grades of eggs quoted. For many years different provision houses quoted different classes and grades and it was somewhat difficult to understand exactly what the different names meant. At the last convention of the Canadian Produce Association, standards for Canadian eggs were drawn up and adopted. Eggs were divided into three classes—Fresh gathered, Storage, Cracked and Dirty. The first class was then graded as Specials, Extras, No. 1's and No. 2's. The specials are the "eggs in cartons," the extras were the former "selects" and No. 1's the "strictly new-laid." Storage eggs are now divided in three grades—Extras, No. 1's and No. 2's and the Cracked and Dirty into two grades—No. 1's and No. 2's.

The Association has defined specials under the fresh-gathered class as follows: "Eggs of uniform size, weighing over 24 oz. to the dozen or over 45 lbs. net to the 30-doz. case; absolutely clean, sound and strong in shell; air cells small—not over 3-16 of an inch in depth; white of egg to be firm and clear and the yolk dimly visible. Free from blood clots."

Extras are defined as "eggs of good size, weighing at least 24 oz. to the dozen or 45 lbs. net to the 30-dozen case. Clean, sound in shell, air cell less than ⅜ inch in depth; white of egg to be firm and yolk slightly visible."

No. 1's are "eggs weighing at least 23 oz. to the dozen or 43 lbs. net to the 30-doz. case; clean, sound in shell, air cell less than ½ inch in depth, white of egg to be reasonably firm; yoke may be quite visible but mobile, not stuck to the shell or seriously out of place; air cell not necessarily stationary.

No. 2's are "eggs clean, sound in shell, may contain weak, watery eggs and eggs with heavy yolks, and all other eggs sound in shell and fit for food."

The definitions of grades in the class Cracked and Dirties are to be the same as for grades in fresh gathered class, except that the terms referring to soundness and cleanliness are not to apply.

Editorial Notes.

IF THE BUSINESS isn't worth advertising, why not advertise it for sale?

* * *

INFLUENCE WITH customers and permanent profits are secured by selling them good goods.

* * *

NO MERCHANT SHOULD recommend an article in which he has not the fullest confidence.

* * *

WHAT METHODS ARE you using to get the trade of your customers who are going to their cottages?

* * *

A LARGE PORTION of the time of every grocer, should be devoted to holding the trade he has secured.

* * *

SUMMER TIME is cooked meat time. See that a good variety of cooked meats are always kept on hand.

* * *

NOW IS THE TIME to watch the canned goods markets carefully as there should be something doing here before long.

* * *

WHEN ANSWERING customers young or old, it should be the desire of every dealer and clerk to have the person pleased.

* * *

A MAN'S BUSINESS is his first consideration—that is why he should subscribe to and carefully study his trade newspaper.

* * *

DON'T SHAKE the berry box when showing berries to a customer. Show the contents of the box by tipping it over on both hands.

* * *

WHEN A DEALER sells an article of an inferior quality, just because the immediate profit is fairly large, he is simply throwing away his good name.

* * *

THE NATIONAL Coffee Roasters' Association has started a campaign in the United States for a coffee week this autumn and has announced the date for the event as Oct. 18th to 23rd.

* * *

A TRAMP WAS asked one time where he got his bread—his reply was from the bread line. The next question was where he got his clothes and of course the natural answer was from the clothes' line.

* * *

TACT HAS BEEN defined as the ability or power to maintain dignity and courtesy at all times, even though put through the strongest test by argument or complaint. It also includes the power to see your goods as other see them.

* * *

A RIVER-MAN WAS discussing the war in a country general store up north and the conversation turned to the hostilities in Turkey. One of his serious questions was whether the allies had forced the "dandelions" or not.

* * *

ACCORDING TO A cable message from Rome, olive oil is one of the lines included on the embargo list, Information has, however, been received by the Department of Commerce, Washington, D.C., that shipments to the United States will be granted on application through the Italian authorities.

A Traveler at the Front

Writes Letter to His Former Employer, S. W. Ewing, of Montreal—Interesting Details About a Soldier's Life.

THE following is a letter received by S. W. Ewing, of S. H. Ewing & Co., Montreal, from H. W. Lumb, who formerly represented the above firm in Ontario. Many retailers have written to Mr. Ewing for news concerning Mr. Lumb, and will read the letter with interest:

3rd B'n The Suffolk Regt.
Felixtowe, Suffolk, 23rd May, 1915.

My dear Mr. Ewing:

You will wonder how it is that I have not written you ere this, but really I have been so busy that I have not had a moment to myself. I have had to work from 6 in the morning until 12 at night for the past 4 months—this is terribly hard work—trench digging at night (all night) rain or snow, manning trenches all night—night operations—manoeuvres all day under the eyes of the divisional general—lectures, etc., but after all, it has done me a lot of good. I am very fit and well and 10 years younger physically. I expect to go to France in the morning. Leave here at 4 a.m. with a large draft of men, and I take them right into the trenches and expect to be in two or three days at a time. I have a staff appointment—draft-conducting officer to the overseas base and I take over at least 1,000 men at a time. Sometimes I will have a brigade to conduct with all officers. It is better pay—16/- a day, 4/- field allowance, 5½d. a day extra, and travelling allowances about £1 a day But it takes all I get to live, and with my wife's keep—you see they do not allow officers' wives separation allowance here. I wish they would. It is so hard to keep even.

But I am glad I am going to the trenches at last to do my "bit." I expect we shall have conscription, as there are thousands of "slackers" here. But what can you expect at 25c a day?

It has been a very hard winter here. Bitterly cold and lots of rain, and my wife has been in bed for a month with neuritis, but she is getting better now. She was out for two hours yesterday. I saw Hamilton Gault a few weeks ago. He came to the club to see me, and he is now wounded again. I am glad he got the D. S. O.

I will write you an account of my trips to the trenches if I do not get hit too hard, as I am sure it will be interesting. We had a Zeppelin over here last week. Did a little damage, but not much. We have 30,000 soldiers here, and I have charge of all the bayonet fighting when here. It is one of my pet subjects.

Some two months ago I went up in a biplane 2,000 feet for observation purposes. It is very fine and quite different from what I expected—exhilarating, and one wants to go up again—I do. We have an air station here, and they have promised to take me up again. They have given me a very nice horse, and I do a lot of staff riding. It is very interesting work. We go to a manoeuvres area, and the general asks you questions on attack and defence, and you have to ride like fury all over to indicate positions, etc. I have had a very good five months in military training, and it is very thorough here, all instructors being regular officers. It is all work.

HAROLD W. LUMB.

Address: Major H. W. Lumb, Draft Conducting Officer (Attachd.) 3rd Suffolk Regt., Felixtowe, Suffolk, England.

P.S.—You will see I am attached now to the regular regiment, and in the last scrap at Ypres they went in 1,100 strong with 36 officers, and came out with no officers and only 37 men. This is the third time we have been wiped out. The Colonel (Wallace) was blown clean out of his funk hole with a shell, and the last seen of Major Cantley, D.S.O., he was fighting like hell with only a bayonet and no rifle in his hand. This was the description given by a N. C. O., wounded.

HALF HOLIDAYS.

Maritime Provinces.

Merchants of New Glasgow, N.S., close Wednesday afternoons from June 16 to end of August.

Newcastle, N.B., merchants will close Wednesday afternoons during July and August.

Ontario.

HUNTSVILLE—Thursday afternoon during July and August.

WATERLOO—Wednesday afternoon during June, July and August.

KINGSVILLE.—Thursday afternoon at 2.30 during June, July and August.

Rodney, Ont., merchants close Friday at 12.30 in June, July and August.

The merchants of Tara, Ont., are closing Thursday afternoons during the summer.

Merchants of Thorold, Ont., close stores Wednesday afternoons during June, July and August.

Exeter, Ont., merchants will close Thursday afternoons during July and August.

The merchants of Gananoque, Ont., are closing Wednesday afternoons from June 16 to August 25.

Wallaceburg, Ont., merchants close Thursday afternoons during June, July and August.

Merchants of Orillia, Ont., have decided to close at 5 o'clock from June to August 27, Saturdays and nights before holidays excepted.

Western Canada.

The R.M.A. Saskatoon, Sask., have decided to close Wednesday afternoon during summer months.

Vegreville, Alta., merchants close Wednesday afternoons during June, July and August.

Merchants in Wapella, Sask., are closing Thursday afternoon during June and July, beginning June 17.

The merchants of Red Deer, Alta., will close Wednesday afternoons during the hot weather beginning July.

CONDITIONS IN NOVA SCOTIA.

Correspondent There Reviews Situation in Fishing, Lumbering and Agriculture.

Halifax, N.S., June 22.—(Special).—Business in Halifax appears to be about normal. The depression that is to a greater or less extent affecting other business centres through the country is very little felt here. One reason of this, no doubt, is the fact that there has not been as much speculation in the Maritime cities as there has been further west. People here are more inclined to follow the even tenor of their way and probably in the end come out about as well if not better.

The fishery industry, of which one of the seasons is just opening, appears to promise fair. In the lobster business there appears to be considerable difference of opinion as to its prospects. One large firm when spoken to said they had disposed of all their last season's pack, but they were apparently largely sold in Western Canada at a reduced price. Another firm claimed they had disposed of their lobsters in the United States at better figures than they could obtain in the Western Canadian markets. Still another complained of what he called the newspaper talk injuring the business by discussing without knowledge where they were not apparently apprised of the facts. One more firm, a large one whose place of export for lobsters was chiefly Germany, said they had every tin of last season's pack still on hand, and did not view the prospects very encouragingly.

The lumber business all over the Maritimes is flourishing, the demand for export being quite equal to the production. Freight rates, however, across the ocean are high and vessel space hard to get. Every old schooner or bark that is capable of carrying goods across the Atlantic is pressed into commission and their owners must be making money.

THE CLERKS' PAGE

OFF TO THE FRONT.

William Marsh, of Peebles-Hobson Co., retail grocers, Hamilton, Ont., has joined the colors. He gives up a good position for King and Empire. Mr. Marsh will not only be missed by his Hamilton friends, but by all readers of The Canadian Grocer, who have seen his splendid window displays and writings from time to time. He has been Mr. Hobson's right hand man for several years. It was always a pleasure to drop into this store when in Hamilton, to have a chat with this young man. He was a first-class retail salesman. We wish him a safe and speedy return to Canada.

* * *

VALUE OF CONCENTRATION

Concentration and oneness of purpose are highly important factors in overcoming difficulties.

Kid McCoy demonstrated that once in a manner that has always "stuck" with me.

Some time after he went into the cafe business, a man called on him with a mutual friend and explained that he wanted McCoy to teach him boxing. McCoy said he couldn't accommodate him, as he had long since given up doing that sort of thing.

The man was very insistent, however, stating that he was willing to pay McCoy a good price for his trouble, and finally got him to agree.

That point being reached, McCoy, becoming all business, told his pupil to take off his coat and get ready for lesson number one. The man did so, and put up his hands. They squared off, and at that moment McCoy, in a sharp voice, asked, "Who's that coming in the door?"

His pupil turned his head to look at the door in question, through which, needless to say, no one was entering, and immediately McCoy "handed" him a fine young short-arm jolt on the chin that shook him down to his heels. "Ten dollars," said McCoy; "that's your first lesson. Learn to concentrate. Don't ever take your mind off what your doing, or your eye off the 'guy' you're boxing. If you do, he will get you just like that."—Advertising and Selling.

* * *

SOME GOOD HINTS.

Sprinkle the front of the store frequently during the warm weather. It cools the air and keeps the dust down.

Have chairs for customers in which to rest after a long walk to the store.

If you show meats on the counter, have a net to shield them from the flies.

Put your shelled nuts in the cooler.

Allow for free circulation of air in the store. Clerks and customers both need it.

A CLERK'S WAR POEM.

The following splendid lines written by H. Smith, a grocer's assistant at Boon's Stores, Dorchester, England, have been sent to us by a Canadian Grocer reader in Montreal:

" WHAT HAVE YOU DONE??"

The skirl of the pipes, and the roll of the drums.
And thousands marching by,
It seems to ask you, "What have you done
To keep the old rag on high?"
There's the chaps at the base, and the chaps in the van,
And the chaps in the firing line,
They're doing their bit, with a stiff top lip,
Now, "What about yours and mine?"

They left us singing a jaunty song,
We slept in our beds that night,
They got a soft plank on a transport's deck,
And they say, "It ain't 'alf all right."
There's the chaps that go up in the aeroplanes,
And the chaps that go under the sea,
They don't have to choose, and they've nothing to lose,
So it's "up against" you and me.

We said we'd "look after" his missus and kids,
To help him bear the wrench,
We can all shout "Hooray:" as the troops go away,
But what's that to "the man in the trench?"
There's the chaps at sea, and the chaps ashore,
And the chaps gone to "Kingdom come,"
Now, what will you lack when the rest come back
And ask YOU, "WHAT HAVE YOU DONE?"

The Clerk Not Overlooked

Sales Promotion Manager of Foodstuff Concern Tells His Salesmen to Give Them Every Consideration

THAT the clerk who makes friends between manufacturers' products and the store customers is filling an important mission is evidenced by the following letter which the Sales Promotion Manager of a large Canadian cereal firm has distributed among its travellers:

"Dear Sir:

"Did it ever occur to you what an important factor the grocery clerk is in the distribution of any product? Quite frequently you will hear a commercial man say that he would not be bothered talking to a cheap clerk in a store. This, we consider one of the greatest mistakes any salesman can make. It is quite true that we do not look to the clerk for orders. The proprietor or the manager as a rule does the buying for the store.

"However, one point to be considered, and a very important one, is that no matter how shrewd the buyer, if the salesmen do not take an interest in displaying all the goods and bringing them to the attention of the buying public, the results are insignificant.

"It is always well to be polite and courteous to everyone in the store, irrespective of what their position may be. From personal observation we have found that many a good line is ignored owing to the treatment given to some clerk by the travelling man. As it is the clerk who meets the general public and takes their orders it is very essential that he should know what he is selling. Make it a point to explain to him all the good talking points in our different products. Show him how to make an attractive display. Let him see that we need and want his co-operation. In this way you make a lasting friend of the clerk, which means that he is going to do all in his power to promote the sale of our products."

CURRENT NEWS OF WEEK

Quebec and Manitoba Provinces

Choquette Freres, Grocers, have registered in Montreal.

Lecours & Frere, Grocers, Levis, Que. have registered.

Chas. P. Logan of the staff of Baird and Peters, wholesale grocers, St. John, N. B., was married last week to Miss J. F. Robertson.

MacLennan and Curtis have registered at Sydney, N.S. as grocers and provision dealers.

At a meeting of the Maisonneuve branch of the Grocers' Association of Montreal on Tuesday, June 15, it was decided that the proceeds of this year's picnic be devoted to charity.

J. L. Freeman, representing H. D. Marshall, commission brokers, has moved his office from Room 18 Berthlot Bldg., Montreal, to Room 21, 55 St. Francois Xavier Street. This firm is now representing the Canadian Cereal and Flour Mills Limited from Kingston to Quebec.

Progress is being made in the efforts to form a Retail Merchants Association in Halifax. At the meeting of the merchants held last week, it was decided to make a canvass of all the retail merchants in the City and to give each an opportunity to become a member. N. C. Cameron, secretary of the New Brunswick Retail Merchants Association, addressed the meeting, and advised the merchants to organize throughout the Province, and secure the advantages that the other Provinces are gaining by having an Association.

Ontario

S. C. Maltby, grocer, Toronto is succeeded by Peter Manuel.

The "Arcade" Hamilton, Ont., department store is enlarging its premises.

The Laurentia Milk Co., Ltd., have opened offices at 41 Lombard St., Toronto.

Robert Watkins a grocer in Toronto for 10 years, for five years on Borden St., died last week.

Grocers of Fort William, Ont., close at 6 o'clock except Saturday and nights preceding holidays.

A. J. Wilson, Thorold, Ont., has taken over the grocery and hardware business conducted for past 40 or 50 years by his uncle James Wilson.

The London Retail Grocers' Association ran their annual excursion this year to Detroit on Wednesday last. A report will appear in next week's issue of Canadian Grocer.

The MacLaren Baking Powder Co., Ltd., have opened offices at 43 Lombard St., Toronto. Mr. Hugman of Montreal is in charge.

A. P. Taylor, of the John Taylor Co., soap manufacturers, Toronto, has been appointed a director of the Union Trust Co., Ltd.

The stores in Sudbury, Ont., close in the evening from 6 o'clock until 7 o'clock, and none are open after that hour, except on Saturdays and days before holidays.

The Nutrient Food Co., is a new company in Canada manufacturing an instant chocolate powder, called "Chocolatta." The company is located in the Lumsden Building.

The merchants of Cache Bay, Ont., have decided to close every night at 6 o'clock, except Saturdays and nights before holidays, instead of three nights a week as formerly. This is for the months of June, July and August.

A large crowd went to Cobourg, Ont., on Wednesday last with the picnic of the Grocers' Section of the Retail Merchants' Association of Toronto. Next week's issue will contain a full report.

The grocers of Wallaceburg, Ont., are discussing the problem of starting a co-operative motor delivery. A committee consisting of Hugh Munroe, Wm. Cousins and Wm. Howard has been in Sarnia, recently, to make investigations.

The E. W. Gillett Co., Ltd., Toronto, will close their plant from Saturday, July 10th, until Monday July 26th, to allow a two weeks holiday to all their employes. In former years, employes took their holidays over an extended period.

The merchants of Sturgeon Falls, Ont. are governed by an early closing by-law, which makes it compulsory for all retail stores, except refreshment parlors, news and cigar stores, to close at 6 p.m. on Monday, Wednesday and Friday, and at 8 p.m. on Tuesdays and Thursdays.

In a baseball game in Chatham, Ont., a team composed of grocery clerks defeated a team from the Austin store, reinforced by players from a number of other dry goods stores in the city by a score of 18 to 9. The game lasted all afternoon and was witnessed by a fair crowd. C. Deloge pitched for the winners.

The No-Vary Products Company, Ltd., has been incorporated with a capital stock of $50,000, divided into 500 shares of one hundred dollars each. The headquarters of the new company are situated in Toronto.

H. T. Horton, superintendent of Gunn's Limited, West Toronto, whose wedding took place recently, was presented on behalf of the directors with a silver tea service, and on behalf of the employes with a complete cabinet of silver.

A bylaw providing that all bread delivered in Stratford, Ont., be suitably wrapped in a sanitary covering was introduced at the last board of health meeting and after considerable discussion was passed on to the city council. With a request for its passing.

Two stables owned by R. Higgins and Son, grocers, Yonge St., Toronto, were damaged to the extent of $1,600 by fire last week. When the fire occurred there were eight horses in the building, but they were removed without any difficulty. The loss is covered by insurance.

Sometime ago Canadian Grocer announced that Wagstaffes Ltd., Hamilton, Ont., had secured a large contract to supply jams to the British army and navy. This contract has been enlarged and now this company is completing the shipment of 1,500,000 lbs. to the British Government. This is one of the largest foodstuffs orders that has been received in Canada from Great Britain.

Western Canada.

J. H. McGrath, grocer, Winnipeg, is succeeded by Geo. French.

N. S. McMillan, general merchant, Hawarden, is succeeded by J. B. Mutrie.

J. L. Demels, general merchant, Crichton, Sask., has sold to R. H. Stanley.

T. H. Cecil, general merchant, Trossachs, Sask., is succeeded by C. Walles.

J. MacDonald, general merchant, Transcona, Man., sustained a fire loss recently.

Lieut. Meikle, a merchant from Pennant, Sask., has been killed at the front.

Hallier and Aldridge, grocers, Edmonton, Alta., are succeeded by J. A. Hallier.

Henry Peters, general merchant, Browning, Sask., is succeeded by W. E. Young.

A fruit peddler in Calgary, Alta., was fined and his license cancelled for peddling rotten fruit about the city.

Molasses Advances 3 Cents a Gallon

Situation in Montreal Firm—Tea Strong, Though Not Actually Higher—Sugar Ought to be Higher?—Evaporated Apples Up in Montreal—Sprats and Herrings Scarce—General Business Looking Up.

Office of Publication, Toronto, June 24, 1915.

CHEESE prices are up ½c again this week from last week. After the continuous advance for several months which cheese showed week by week, the lull in the storm which came a couple of weeks ago was thought to be permanent. The make of new cheese is now very large, as large as ever in fact, but apparently the drop in prices last week of 2c to 3c was only a flash in the pan and we are still going to have high levels in cheese. Some further light is thrown on this by a corroboration of *Canadian Grocer's* opinion as to the extremely large export demand for cheese from Great Britain. Some statistics made public this morning show that during May of this year, cheese to the value of £78,080 sterling was imported into Britain from Canada. During the corresponding month of last year the value of the cheese imported into Britain from Canada was only £23,709, the increase is therefore at the rate of something over 300%. With such an abnormal demand from Great Britain for this product it is no wonder that, though the make is very large, we should not have enough cheese in the country to supply all domestic needs at easy, moderate and reasonable prices.

Further decline has been registered in the prices of flours, both Manitoba and Ontario winter wheat. The former has declined 20c more this week and the latter 40c—or thereabouts. These declines follow reductions last week of about 40c. Once more the reductions which are being made are solely due to the influence of the wheat market and its vagaries. The consistently good estimates of both the Canadian and American crops are proving a bearish factor and there is little inquiry or none from England for export just now. There is still no indication that flour prices have touched bottom and we think that further declines will yet be registered. The market can stand these, however, in view of the fact of the remarkable way in which three months the flour market was soaring, rivalled only by the cheese market and the tea market. On the other hand mill feeds are firm and scarce. The fact that little flour is being ground means comparatively short supplies of feeds and the colder weather has made a very dry pasture, so that there is a good demand on all hands for a short bran and middlings. Prices have not actually depreciated, but the market tone is distinctly strong on mill feeds.

Several new fruits and vegetables are now on the market. Gooseberries, plums, cherries in any quantity, muskmelons and watermelons, peaches, apricots—these last from California—are now coming fairly freely. The general price tendency on the wholesale fruit market is downward. Strawberries are getting cheaper all the time and are of a very fine quality this year. Native cherries are now worth about 75c per six-quart basket, at that the market is rather firm for this fruit.

In Montreal there is a scarcity of English sprats and herrings because the Germans have made it difficult for English fishermen to carry on operations in the North and Irish seas. Exporters—says our Montreal correspondent—are cancelling orders, but those they do fill will be at contract prices, so that the market here may not be affected for some time. Cod liver oil has suffered an advance of 50c a gallon.

With regard to the situation in canned goods, there is a despatch from Montreal which says that another sudden drop in the retail prices of canned goods has occurred, and prices now are quoted in many instances at wholesale figures, ruling recently. Canned goods are now quoted at retail at about 10% under list prices.

Tea, while it has not advanced in the London market is extraordinarily firm, and in Ceylon and Calcutta both, the market is very strong. The Russian demand keeps up and improves, while the French and British demand is as large as ever.

Markets in Brief

QUEBEC MARKETS.

FLOUR AND CEREALS—
- Advance in flour; others expected.
- Rolled oats market easier.
- Several new feed prices.
- Hominy market firm.

FISH AND OYSTERS—
- Gaspe salmon jumps 2c lb.
- Haddock up ½c per lb.
- Dore not plentiful.
- Shad fishing nearly finished.
- Brook trout getting scarce.
- Frogs' legs more plentiful.

FRUIT AND VEGETABLES—
- Navel oranges up to $4.
- New apples at $2 basket.
- Strawberry market firmer.
- Hot weather sends lemons up.
- Cantaloupes arrive at $4.
- Apricots offered $2 box.
- New potatoes decline to $3.75.
- Green peas here at $2 basket.

PROVISIONS AND PRODUCE—
- Lard market shade easier.
- Butter market up again.
- Better demand for cheese now.
- Spring broilers scarce and high.
- Eggs plentiful and good.

GENERAL GROCERIES—
- Further drops in canned goods.
- Molasses advances 3c per gallon.
- Slight advance in chums.
- Evaporated apples up ½c lb.
- More split peas offered.
- Advances in rice expected.
- Sprats and herrings scarce.

ONTARIO MARKETS.

FLOUR AND CEREALS—
- Manitoba flour down 20c.
- Ontario down 40c.
- All cereals easy.
- Mill feeds stronger.

FISH AND OYSTERS—
- Halibut selling well.
- Frogs' legs in demand.
- Salmon market firmer.
- Whitefish and trout leaders.

FRUIT AND VEGETABLES—
- California fruits here.
- Apricots and peaches now in.
- Native cherries selling well.
- Asparagus lower.
- Radishes getting good business.
- Beans reduced in price.
- Lemons firmer and higher.

PROVISIONS AND PRODUCE—
- Cooked meats up a cent.
- Storing butter at risky prices.
- Cheese prices up again.
- No change in eggs.
- Honey may be scarce.
- Spring broilers selling.

GENERAL GROCERIES—
- Tea firm and high.
- Sugar not high enough.
- Quiet reigns in dry goods.
- Cold weather hits summer drinks.
- Spices firm; good demand.

QUEBEC MARKETS.

Montreal, June 24.—With mid-summer here, trade is inclined to be quiet, the rush season being over. Collections are not bad by any means, although they could be better. Business just now is mostly hand-to-mouth, retailers exercis-

ing great caution. There is no excitement in any line of groceries.

Chief interest centres around the canned goods situation. Considerable buying seems to have taken place since the large houses commenced cutting prices a week ago, although the retail trade, evidently thinking that this is to be a feature of the trade right along, are not buying as heavily as some people think they ought to. In some quarters it is confidently expected that the present prices of tomatoes, peas and corn cannot long remain; from other quarters comes the statement that canned goods are now being sold at their correct value, and that these prices will remain, at least for some months. It is understood that canned tomatoes are now being offered at 80c, while peas have been cut as low as 72c for standard goods.

The salmon situation on the coast is very interesting. It appears that English and French buyers have been picking up all the pinks and cohoes they can lay their hands on, and that only second class goods remain. Prices at the coast have advanced 50c case on all lines, while in Montreal, chums are up 2½-5c per doz. This acute situation cannot remain for long, as packing of 1915 goods has almost commenced.

There is a scarcity of English sprats and herrings, the Germans having made it difficult for English fishermen to carry on their operations in the North and Irish Seas. Exporters are canceling orders, but those they do fill will be at contract prices, so that the market here may not be affected for some time. The war has also affected the price of cod liver oil, an advance of 50c per gallon having taken place this week, quotations now being $2.25-2.40 per gallon. Supplies not coming in freely from Norway, the trade is dependent on Newfoundland.

There has been an advance in evaporated apples of ½c lb. on account of scarcity, quotations now being 8½-9c. Canadian chicory has advanced 2c per lb. to 10-12c. The discount on paper bags has been reduced from 60 per cent. to 55 per cent. on account of an advance in the price of paper.

SUGAR.—There is practically no change in the market here, and it does not look as though a decline is likely, unless the refiners began cutting prices. The latter have large stocks, while the trade have not, and very little trade is passing. There is room for big business as soon as change in the market occurs. Raws are firm in the neighborhood of 4c.

Extra Granulated Sugars—	Per 100 lbs.
100 lh. bags	6 65
20 lb. bags	6 75
2 and 5-lb. carton	6 95
Yellow Sugars—	
No. 3	6 50
No. 1	6 25
Extra Ground Sugars—	
Barrels	7 05
50 lb. boxes	7 25
25 lb. boxes	7 45
Powdered Sugars—	
Barrels	6 85
60 lb. boxes	7 05
25 lb. boxes	7 25
Paris Lumps—	
100 lb. boxes	7 40
50 lb. boxes	7 50
25 lb. boxes	7 70
Crystal Diamonds—	
Barrels	7 30
100 lb. boxes	7 40
50 lb. boxes	7 50
25 lb. boxes	7 70
Cartons and half cartons	8 05
Crystal Dominoes, cartons	8 15

TEA.—Prices on Ceylon and India teas will not be announced until next month, and there is much speculation as to opening prices in the meantime. There is certainly a heavy demand in London, which is keeping the market firm. Some very nice teas have reached Vancouver from Japan, which, judging by advance samples, are the finest received for many years. Prices are about ½c over last year's prices, and the belief is held that this will be a record year for consumption of Japan tea in Canada, especially as Chinas and Indias are scarce, and often of poor quality. Travellers in Quebec Province report that in districts like Chicoutimi and Gaspe, where black tea has been drunk for years back, the tendency is in the direction of green teas, for which the price is more reasonable. There is quite a steady demand from retailers in Quebec Province. Wholesalers are waiting, buying from hand to mouth. There may be a slight slackening off in prices, but there is too big a demand from the European armies and from Russia to expect much cheaper prices for a long time to come.

DRIED FRUIT.—Evaporated apples have advanced ½c on account of scarcity, and are now offered: choice winter, 50-lb. boxes, at 8½c, and 25-lb. boxes, 9c. Spot stocks of candied peels are getting low, one of the largest houses offering their customers only orange, which they quote at 13½-14c. Future prices are being quoted on lemon and citron. Loose dates are dearer than those in 1-lb. packages, there being more of the latter; price loose is 8c, and for 1-lb. packages, 7½c. Some wholesalers have stocks of Sultanas, but the demand is not brisk, this having become an article of luxury on account of the high price, and out of reach of the working man. They are quoted: 1-lb. packages 11½-14c, and loose 11c. Spot stocks of prunes are low, which is well, as they do not keep well in hot weather. Valencias are pretty well cleaned up; there are some California loose muscatels yet at 9c. Malaga raisins are slow, some houses only having two lines—$2.60 and $3.60 boxes. California seedless are pretty well sold out; choice seeded are offered at 8½c for 12 oz., and fancy seeded, 12 oz. at 9c.

EVAPORATED FRUITS.	Per lb.	
Apples, choice winter, 50-lb. boxes	....	0 08½
Apples, choice winter, 25-lb. boxes	....	0 09
Apricots	0 15½	0 17½
Nectarines, choice	....	0 11½
Peaches, choice	0 10	0 11
Pears, choice	....	0 13½

DRIED FRUITS		
Candied Peels—		
Citron	0 20	0 21
Lemon	0 13½	0 14
Orange	0 13½	0 14
Currants—		
Amalias, loose	....	0 07½
Amalias, 1-lb. pkgs.	....	0 08
Filiatras, fine, loose, new	....	0 07½
Filiatras, packages, new	....	0 08
Vostizzas, loose	....	0 08½
Dates—		
Dromedary, package stock, per pkg.	....	0 09
Fards, choicest	....	0 12½
Hallowee, loose	....	0 08
Hallowee, 1-lb. pkgs.	....	0 07½
Figs—		
8 crown, 12 lh. boxes, fancy, layer, lb.	....	0 14
7 crown, 12 lb. boxes, fancy, layer, lb.	....	0 14
6 crown, 12 lb. boxes, fancy, layer, lb.	....	0 13½
1 lb. glove boxes, each	....	0 12
Prunes—		
30 to 40, in 25-lb. boxes, faced	....	0 14
40 to 50, in 25-lb. boxes, faced	....	0 13
50 to 60, in 25-lb. boxes, faced	....	0 12
60 to 70, in 25-lb. boxes, faced	....	0 11
70 to 80, in 25-lb. boxes, faced	....	0 10
80 to 90, in 25-lb. boxes, faced	....	0 09½
90 to 100, in 25-lb. boxes, faced	....	0 09
Raisins—		
Malaga, table box of 22 lbs., 3-crown cluster, $2.60; 5-crown cluster	....	3 60
Muscatels, loose, 3 crown, lb.	....	0 09
Sultana, loose	0 10	0 11
Sultanas, 1-lb. packages	0 11½	0 14
Valencia, selected	....	0 09
Valencia, 4-cr. layer	....	0 09½
Cal. seedless, 16 oz.	....	0 11
Seedless, 12 oz.	....	0 08½
Fancy seeded, 12 oz.	....	0 09
Choice seeded, 16 oz.	....	0 15½

Prices quoted on all lines of fruits are liable to be shaded for quantities, according to the state of market.

RICE.—Advices received here from a Vancouver milling company are to the effect that it will be absolutely necessary to increase their quotations at an early date, as they are unable to replace stocks of Siams at present prices. Freight rates from the Orient, they state, have advanced $5 per ton, and space is practically unobtainable. The Mount Royal Milling Co., Montreal, state that supplies are difficult on account of the freight situation, and prices of raws have been advancing in countries of production, particularly in India and Burma. Qualities are also likely to be lower than the average.

Rangoon Rices—	Per cwt.
Rangoon, "B"	3 70
"C.C."	3 60
India bright	3 85
Lustre	3 95
Fancy Rices—	Per cwt.
Imperial Glace	5 50
Sparkle	5 70
Crystal	5 45
Ice drips	5 80
Snow	5 70
Polished	4 85
Pearl	5 05

Prices are per 100 lbs., packed in bags (250 lbs.), half-bags (100 lbs.), and quarter-bags (50 lbs.); add 10c per 100 lbs. for pockets (25 lbs.), and 20c for half-pockets (12½ lbs.)

Imported Patna.	Per lb.	
Bags, 224 lbs.	0 06	0 06½
Half bags, 112 lbs.	0 06¾	0 06
Quarter bags, 56 lbs.	0 06⅞	0 06⅛
Velvet head Carolina	0 09¾	0 10¼
Sago, brown	0 06½	0 07
Tapioca—		
Pearl, lb.	0 06½	0 07
Seed, lb.	0 06½	0 07

NUTS.—This is a very quiet market, but is expected to improve with the progress of summer, as nuts sell well at resorts. Peanuts are good sellers at 8½-12c in bags. Brazils are cheap, as the European market is not open to them. Quotations are 11½-12c.

Almonda, Tara	0 17	0 18
Grenobles, new	0 15½	0 16½
Marbots, new	0 12	0 14½
Shelled walnuts, new, per lb.	0 35	0 37
Shelled almonds, 28-lb. boxes, per lb.	0 38	0 40
Sicily filberts	0 13	0 14
Filberts, shelled	0 30	0 32
Pecans, large	0 18	0 21
Brazils, new	0 11⅛	0 12
Peanuts, No. 1, 12½c; No. 2	....	0 09½
Peanuts, No. 3	....	0 08½

MOLASSES.—A cable received from Barbadoes Tuesday morning states that the price of fancy has advanced to 29½c, which equals about 45c, all

charges paid Montreal—an advance during the week of 3c. It is understood that unsold shipments on the way are being offered at 44c, but early this week practically no sales had been made at these prices. The opinion is held in some quarters that Barbadoes shippers are putting up the market on buyers, and as the majority of Barbadoes molasses comes to Canada, the effect is felt chiefly in Montreal. The United States buys molasses chiefly from New Orleans, their purchases of Barbadoes during 1914 being much less than half of Canadian.

	Price for Island of Fancy.	Montreal. Choice.
Barbadoes Molasses—		
Puncheons	.45	.41
Barrels	.48	.44
Half barrels	.50	.46

For outside territories prices range about 3c lower for fancy; nothing for choice.

Carload lots of 20 puncheons or its equivalent in barrels or half barrels, to one buyer, may be sold at "open prices." No discounts will be given.

Corn Syrups—		
Barrels, per lb., 3¾c; ½ bbls., 4c; ¼ bbls.		0 04¼
Pails, 38½ lbs., $1.95; 25 lbs.		1 46
Cases, 2 lb. tins, 2 doz. in case		2 65
Cases, 5 lb. tins, 1 doz. in case		3 00
Cases, 10 lb. tins, ½ doz. in case		2 90
Cases, 20 lb. tins, ¼ doz. in case		2 85
Maple Syrups—		
New, pure, per 8½ lb. tin	0 75	0 80
Pure, in 15 gal. kegs, 8c per lb. or, per gal.		1 15
Maple sugar, pure, per lb.	0 10	0 12

COFFEE.—Prices are easier following the arrival on this market of a lot of low-grade coffees, offered at low prices, particularly in Jamaicas and Santos, which are selling freely. Altogether the demand for coffee just now is good.

Coffee, Roasted—		
Bogotas	0 26	0 30
Jamaica	0 17	0 19
Java	0 31	0 36
Maricaibo	0 22	0 25
Mexican	0 27	0 28
Mocha	0 33	0 36
Rio	0 15	0 17
Santos	0 21	0 23
Chicory, per lb.	0 10	0 12

SPICES.—Market for July and August is likely to be one of extreme unsettlement, with all sorts of conflicting conditions and remarkable fluctuations. Pepper is firmer; arrivals for May and June were heavy in black and white peppers, but were largely absorbed by consuming demands, leaving supplies in first hands very limited. Cloves are lower, on account of forced selling of large arrivals. Ginger is also lower for most grades, and prices are favorable to buyers.

	5 and 10-lb. boxes	¼-lb. pkgs. dozen.	¼-lb. tins lb.
Allspice	—0 17	0 70—0 80	—0 24
Cassia	—0 23	0 78—105	—0 31
Cayenne pepper	—0 30	1 08—1 21	—0 36
Cloves	—0 41	1 21—1 31	—0 48
Cream tartar—40-45c.			
Ginger, Cochin	—0 19	——	——
Ginger, Jamaica	—0 23	1 00—1 15	—0 31
Mace	—0 80	1 00—1 15	—1 00
Nutmegs	—0 40	1 08—1 26	—0 75
Pepper, black	—0 20	0 90—1 00	—0 31
Pepper, white	—0 31	1 15—1 20	—0 40
Pastry spice	—0 23	0 95—1 20	—0 31
Pickling spice	—0 20	0 85—1 00	0 80—0 95
Turmeric	0 21—0 23	——	——

Lower prices for pails, boxes or bailers when delivery can be secured.

Cardamon seed, per lb., bulk	2 00	2 50
Carraway—		
Canadian		0 13
Dutch	0 15	0 1b
Cinnamon, China, lb.	0 22	0 25
Mustard seed, bulk	0 19	0 23
Celery seed, bulk	0 36	0 46
Cayenne chillies		0 35
Shredded cocoanut, in pails		0 19½
Pimento, pure		0 17

DRIED VEGETABLES.—A big demand is felt for soup peas, but it is hard to get them. They are quoted at $2.65 by the carload. Also a good demand for splits at $5.25, which are being offered more freely now, as lots of the peas that did not boil are being split. Beans are still firm, the same high prices being paid for 3-lb. pickers.

Beans—		
Canadian, 3-lb. pickers, per bushel	3 25	3 30
Yellow, per bushel		3 50
Yellow eyes, per bushel		3 50
Lima, per lb.	0 07½	0 08
Peas, white soup, per bushel	2 85	3 00
Peas, split, bag, 98 lbs.		5 25
Barley, pot, per bag		2 85
Barley, pearl		4 50

CANNED GOODS.—Cutting of prices following the disagreement of a week ago continues, and it is understood that tomatoes are now being sold as low as 80c, and peas at 72½c, the latter, it is claimed, being a standard line of goods. Generally speaking, there are only three lines affected, these being tomatoes, peas and corn, these lines being carried in large quantities. Other lines are not a glut on the market; in fact, in some lines stocks are small.

So far the effect of the canned goods war on sales to retailers has not been very marked. The price to the consumer has not changed much, although as soon as it is understood what is going on in the wholesale market, retailers will begin to make capital out of the war. Until now it has not been profitable for them to sell four cans of peas or corn for 25c, nor tomatoes 3 for 25c. At present quotations they are able to do this, even selling tomatoes at $1 per doz., whereas they formerly retailed at $1.10-1.15 per doz.

Retailers have got the impression that the low prices of canned goods are going to be a regular feature of the market. This is a mistaken view, at least in the opinion of most wholesalers, as it is confidently believed that the holding company will bring the market back, if not to where it was, at least higher than it is at present. On the other hand, there are those who insist that canned goods are now being sold on a proper basis, and that these prices will remain for months to come. However, whether the market goes up or down, all are agreed that this is a good time for the retail trade to get in good stocks of canned tomatoes, peas and corn.

In view of the statement that the holding company will soon take charge of all stocks of canned goods, it is interesting to note that an Ontario packer informs his representative here that his goods are withdrawn from the market pending the holding company taking them in hand. Although offered a price for tomatoes equal to 90c, the offer was turned down.

Salmon are being cleaned up on the coast, English and French buyers having been in the market during the past two weeks taking all they could get, and are still buying. Advices from British Columbia packers state that they are not anxious to rush business in Montreal, yet the fact must not be lost sight of that English buyers are taking all the pinks and cohoes they can get hold of. Montreal dealers are being made offers subject to being unsold. It seems that only second-class goods are left on the market, and there will be a bare market until the new pack is available. The packing of springs and pinks begins this month at about the usual time. Prices at the coast on all lines have salmon stiffened 50c per case, while in Montreal prices to the retailer on chums have been advanced 2½-5c per doz.

ONTARIO MARKETS.

It is curious to find the situation now existing in the flour and cereals market. Prices on flour have declined again, 20c and 40c in the respective cases of Manitoba and Ontario winter wheat, and most cereals are dead easy, but yet mill feeds are quite strong and an advance would not surprise us at all. This, as we explain in our detailed report on another page, is due to the combination of weather and flour circumstances.

Lots of new fruits are in now and are fetching good prices. Peaches and apricots from California, plums, gooseberries, native cherries—all are getting their quota of business, and as they become more plentiful the prices, of course, show declines. Potatoes of all sorts and all countries of origin are getting easier in price. New potatoes are selling well.

A seasonable feature of the markets this week is the good buying of cooked meats. These for a very good reason, get better business in the summer than they do in the winter and accordingly the demand was heavy enough to produce an advance of half a cent all round.

It is said that the butchers are finding the fish dealer more of a competitor than ever this summer. Certainly fish men are selling lots of fish these days. Prices are very reasonable and fish is an attractive substitute for meat in the hot weather.

We are somewhat surprised that there should be so much buying of butter for storage purposes with butter at its present fairly high level. Country price is 27c, and city price is quite firm at 29c. If at these figures butter is bought for storage, it will mean big prices next year to the retailer and consequently to the public, and it is questionable whether the former could get a 35 to 40c price out of the latter.

The situation in London as to tea is firm but, at this writing, we hear of no advance. Tea men, however, will not weep over this. The tea market has done enough advancing if it never advances again.

We were going to write something

about the sale of summer drinks, but with the weather fit for fur overcoats, we think we won't say a word!

SUGAR.—There is no change to report in this market, though it is hinted pretty generally that there ought to be. Situation in New York is strong enough but the fact of active competition keeps price down in this market.

TEA.—We have no advance to report for this week, for which the Saints be praised, if it be only as a variant to a monotonous tale which we have been hearing for months. Nevertheless, the market is extremely firm in London and Colombo and Calcutta are very strong, too. Buying everywhere continues apace and Russian purchases are said to be extremely heavy and show no sign of being any lighter again. The situation in this market has little fresh to record. No new advances have to be noted. Buying seems to be in rather smalled quantities just now, though this is somewhat difficult to understand, because Canadian Grocer has frequently pointed out recently that further advances would not surprise us if they came at any moment, and therefore right now would appear to be a good time to buy. It is certain that tea concerns in this country cannot continue to buy their tea at the auctions at these unprecedented high levels and retail it at present prices here in this country. There are too many auxiliary reasons against; lack of bottoms, risks, difficulties of trans-shipment and the like. So that, we think tea is a good buy in just as large a quantity as the retailer can afford just now.

DRIED FRUITS.—There is singularly little to report this week in this market. We have struck the dog days; fresh fruit and not dried lines, is getting the business and the dried fruit market has little interesting. There was a bit of a flurry a couple of weeks ago, but it quickly flickered out again. Raisins are very hard to get, and while we quote no enhanced prices, our quotations must be regarded as very firm. Currants are said to be tied up in the primary markets and that supplies for the forthcoming season will be short. In this event, spot stocks will become more valuable, and prices—it is reasonable to suppose—will appreciate. Peaches at 7 to 7½c are a good buy; there has been some demand, and stocks are not heavy. Peels are very quiet. So are evaporated apples. Package dates have had quite a demand this last week, and we quote anywhere from 6 to 8½c as firm prices at that.

Apricots—		
Standard, 25 lb. boxes	0 13	0 14
Choice, 25 lb. boxes	0 14	0 14½
Apples, evaporated, per lb.	0 08	0 08½
Candied Peels—		
Lemon	0 13	0 14
Orange	0 13	0 14
Citron	0 19	0 22
Currants—		
Filiatras, per lb.	0 08	0 08½
Amalas, choicest, per lb.	0 08½	0 08¾
Patras, per lb.	0 08¾	0 09
Vostizzas, choice	0 10	0 10½
Cleaned, ½ cent more.		
Dates—		
Fards, choicest, 12-lb. boxes	0 09½	0 10
Fards, choicest, 60-lb. boxes	0 09	0 09½
Package dates	0 06	0 08½
Hallowees	0 07¼	0 07¾
Prunes—		
30-40s, California, 25 lb. boxes	0 14½	0 15
40-50s, 25 lb. boxes	0 12½	0 13½
50-60s, 25 lb. boxes	0 12	0 12½
60-70s, 50 lb. boxes	0 10½	0 11½
70-80s, 50 lb. boxes	0 09	0 09½
80-90s, 50 lb. boxes	0 08	0 09
90-100s, 50 lb. boxes	0 07½	0 08
25 lb. boxes, ½c more.		
Peaches—		
Choice, 50 lb. boxes	0 07	0 07½
25 lb. boxes, ¼c more.		
Raisins—		
Sultanas, choice, new	0 12	0 13
Sultanas, fancy, new	0 14	0 16
Valencia	0 10	0 10½
Seeded, fancy, 1 lb. packets	....	0 10½
Seeded, choice, 1 lb. packets	0 09¾	0 10¼
Seeded, choicc, 12 oz.	....	0 08
Seedless, 16 oz. packets	0 10½	0 11
Seedless, 12 oz. packets	....	0 10

SPICES.—Peppers, cassias and ginger remain very firm, but there is nothing startling to note. The firmness is almost solely to be attributed to the lack of proper freightage facilities. When a shipment does get to New York it is so quickly snapped up that prospective buyers are lucky if they get part of their wants supplied. Cream of tartar is easier again. Ginger is very firm just at present.

Spices—	Compound, per lb.	Pure, per lb.
Allspices, ground	....—0 10	....—0 15
Allspices, whole	....—....	....—0 15
Cassia, whole	....—....	0 21—0 23
Cassia, ground	0 14—0 16	0 21—0 26
Cinnamon, Batavia	....—....	0 27—0 29
Cloves, whole	....—....	0 28—0 33
Cloves, ground	0 18—0 22	0 28—0 35
Cream of tartar	0 25—0 35	0 40—0 45
Curry powder	....—....	....—0 26
Ginger, Cochin	0 15—0 17	0 17—0 19
Ginger, Jamaica, ground	0 18—0 21	0 23—0 25
Ginger, Jamaica, whole	....—....	0 25—0 28
Ginger, African, ground	....—....	0 14—0 18
Mace	....—....	0 80—1 05
Nutmegs, brown, 64s, 52c; 80s, 42c; 100s	....—....	....—0 30
Nutmegs, ground ,bulk, 45c; 1 lb. tins	....—....	....—0 50
Pastry spice	....—....	0 22—0 25
Peppers, black, ground	0 14—0 18	0 19—0 24
Peppers, black, whole	....—....	0 20—0 22
Peppers, white, ground	0 19—0 24	0 32—0 36
Peppers, white, whole	....—....	0 30—0 33
Pickling spice	....—....	....—0 15
Turmeric	....—....	0 18—0 20

RICES AND TAPIOCA.—There has been considerable firmness in the market for rices, particularly Patnas. We quote 7½ to 9 cents on these; there is little change in price, firm though the market is. Tapiocas have their usual quota of business.

Rice—		
Rangoon "B," per cwt.	....	3 48
Rangoon, per cwt.	3 50	4 00
Rangoon, fancy, per cwt.	....	5 00
Patna, fancy	0 07½	0 09
Tapioca—		
Pearl, per lb.	0 07	0 07½
Seed, per lb.	0 07	0 07½
Sago, brown, per lb.	....	0 05½

MANITOBA MARKETS.

Winnipeg, June 24.—Since last review the weather has been cold and wet, with one or two hard frosts—on the whole, unsatisfactory as regards growing crops that need warmth and sunshine at this time above all else.

Wholesale grocers report country trade as good, city business as dull, and on the whole an uneventful week. A decline in flour is of some importance, and the backward condition of all native-grown vegetables is a factor in city trade.

Just at present a conservative feeling prevails and will be in evidence until there is more reassuring news of the crop outlook.

SUGARS.—There is nothing new to report. Wholesalers are convinced that higher prices in the near future are inevitable. Demand is at present quiet, but will, of course, improve when the preserving season is under way. The present looks like a good time to stock up, but the speculative element has been active in sugar, and just what the big operators will do is known to themselves. There is no stability in prices, and quotations must be viewed as nominal.

	Per cwt. in sacks.
Sugar, Eastern—	
Standard granulated	7 05
Extra ground or icing, boxes	7 90
Extra ground or icing, hhls.	7 70
Powdered, boxes	7 70
Powdered, hbls.	7 50
Hard lump (100-lb. cases)	8 00
Montreal, yellow, bags	6 65
Sugar, Western Ontario—	
Sacks, per 100 lbs.	7 05
Halves, 50 lbs., per cwt.	7 15
Bales, 20 lbs., per cwt.	7 20
Powdered, 50s	7 45
Powdered, 25s	7 80
Icing, barrels	7 75
Icing, 50s	8 00
Icing, 25s	8 05
Cut loaf, barrels	7 85
Cut loaf, 50s	8 10
Cut loaf, 25s	8 35
Sugar, British Columbia—	
Extra standard granulated	7 00
Bar sugar, hbls.	7 15
Bar sugar, boxes	7 40
Icing sugar, hhls.	7 35
Icing sugar, boxes	7 60
H. P. lumps, 100-lb. cases	7 85
H. P. lumps, 25-lb. boxes	8 10
Yellow, in bags	8 10
Corn Syrup—	
2s, per case 2 doz.	2 73
5s, per case 1 doz.	3 13
10s, per case ½ doz.	3 01
20s, per case ¼ doz.	3 02
B. C. Cane Syrups—	
2-lb. tins, 2 doz. to case, per case	3 15
5-lb. tins, 1 doz. to case, per case	3 50
10-lb. tins, ½ doz. to case, per case	3 30
20-lb. tins, 3 tins to case, per case	3 25
(These prices prevail in Winnipeg, Calgary, Regina, Moose Jaw and Lethbridge. For Edmonton and Saskatoon they are 5c case higher.)	
Molasses—	Per gal.
Barbadoes	0.53
New Orleans	0.34
Maple Syrups—	Per case.
Imperial quarts, case, 2 doz.	5 40
Imperial, ½ gals., 1 doz.	5 55
New, pure, ½ gal. case	9 00
New, pure, ½ gal., quarts, case 2 doz.	9 70
New, pure, quart bottles, case 2 doz.	9 75

DRIED FRUITS.—In all these lines business is quiet. Valencia raisins and figs will soon be off the market, as it is acknowledged that it is now impossible to replenish stocks. New quotations on apricots are not yet to hand. The next few weeks will decide on the prune crop. War conditions will likely lead to a general adjustment of values, but for the present there is no change.

Apples, evaporated, new, 50's	....	0 08½
Apricots, choice, 25's	....	0 14
Apricots, choice, 10's	....	0 14½
Apricots, standard, 25's	....	0 12
Currants—		
Dry clean	....	0 07¾
Washed	....	0 08¼
1 lb. package	....	0 08¾
2 lb. package	....	0 17¾
Vostizzas, bulk	....	0 10
Dates—		
Hallowee, loose, per lb.	....	0 09
Hallowee, 1 lb. pkgs.	....	0 07¾
Fard dates, 12-lb. boxes	....	1 25
Peaches—		
Standard, 25-lb. boxes	....	0 07¼
Choice, 25-lb. boxes	....	0 07½
Choice, 10-lb. boxes	....	0 08¼
Raisins, Muscatels—		
3 crown, loose, 25's	....	0 09
3 crown, loose, 50's	....	0 08¾
Raisins, Valencias—		
Fine selected	....	2 50
Four crown layers, F.O.S.	....	2 35
Choice, seeded, lb.	....	0 11¼
Fancy seeded, lb.	....	0 11
12-oz. packages, fancy	....	0 08¾
12-oz. packages, choice	....	0 08¾
Raisins, Sultanas—		
Corinthian Giants	....	0 13¼
Superfine	....	0 12½
Finest	....	0 10¾
Fine	....	0 10¼
Prunes, in 25-lb. boxes—		
90 to 100	....	0 08¼
80 to 90	....	0 08¾

70 to 80	....	0 03¾
60 to 70	....	0 10
50 to 60	....	0 11
40 to 50	....	0 11¾
Table Layer Figs—		
7-crown, 3-lh. boxes, per lb.	....	0 15½
5-crown, 10-lb. boxes, per lb.	....	0 15
5-crown, 10-lb. boxes, per lb.	....	0 13¾
4-crown, 10-lb. boxes, per lb.	....	0 13
3-crown, 10-lb. boxes, per lb.	....	0 12¾
Glove boxes, per doz.	....	1 00
Cooking figs, taps, about 5 lbs., lb.	....	0 07¼
Cooking figs, choice naturals, 28-lb. bags	0 07	0 07½

RICE AND TAPIOCA.—Since the advance of last week there is nothing new to report. Tapiocas and sagos are firm. Demand is moderate, but likely to improve with warmer weather.

Rice and Tapioca—		
No. 1 Japan, per lb.	....	0 04¾
No. 2 Japan, per lb.	0 04¾	0 04⅝
Siam, per lb.	0 03⅞	0 04
Patna, per lb.	0 07	0 07½
Carolina, per lb.	....	0 08½
Sago pearl, per lb.	....	0 06½
Tapioca, pearl, per lb.	0 06¼	0 06½

NUTS.—Unseasonable weather and the check it has put on outdoor pastimes has kept nuts and confectionery lines generally unusually quiet for the middle of June.

Nuts—		
Brazil, new stock	....	0 15
Tarragona almonds	....	0 19
Peanuts, roasted Jumbos	0 12½	0 14
Peanuts, choice	....	0 10
Pecans	....	0 22
Marbot walnuts	....	0 14½
Sicily filberts	....	0 14¾
Shelled almonds	....	0 41
Shelled walnuts	....	0 41

BEANS.—The entire absence of the contractor's trade, so important in past years, has been felt more in beans than perhaps any other single line. Only the limited sources of supply keeps prices firm.

Beans—		
Canadian, band picked	3 85	3 95
Three-lb. pickers	3 55	....
California Lima Beans—		
Bag lots	....	0 08½
Less than bag lots	....	0 08½
Barley—		
Pot, per sack, 96 lbs.	....	3 30
Pearl, per sack, 98 lbs.	....	4 30
Peas—		
Split peas, sack, 98 lbs.	....	6 00
Sack, 40's	....	3 02
Whole peas, busbel	....	2 90

BRITISH COLUMBIA MARKETS (VANCOUVER).

(By Wire.)

Vancouver, B.C., June 22, 1915.—Provincial fruits are arriving freely now; raspberries are plentiful. California peaches, apricots, and plums are here; retailers are placing large orders for fall delivery. California dried fruit business is generally brisk. Grocers met on Thursday and discussed short weights, trading stamps, matters of interest to the trade.

PRODUCE AND PROVISIONS.	
Butter, creamery, per lb.	0 35
New Zealand cubes	0 36½
New Zealand brick	0 37
Cheese, per lb., large	0 21
EGGS—	
Local fresh	26 c
Extra selected	21 c
Vancouver Island	26 c
Lard, 3's, per case	8 75
Lard, 5's, per case	8 67
Lard, 10's, per case	8 60
Lard, 20's, each	3 05
GENERAL.	
Almonds, shelled, lb.	0 45
Beans, Ontario, per lb.	06¼c
Beans, Lytton	06¼c
Cream of tartar, lb.	50 c
Cocoanut, lb.	18½c
Cornmeal, bail	$3 00
Evap. Apples, 50's	08¾c
Flour, 49's, bbl.	7 75
Lemons, box	4 25
Potatoes, per ton	20 00
Rolled oats, bail of 80 lbs.	3 45
Onions, lb.	02¼c
Oranges, box	3 00
Rice, 50's, sack	1 90
Sugar, standard, gran., per cwt.	7 35
Sugar, yellow, per cwt.	6 70
Walnuts, shelled, lh., 40c; Almonds	42 c
CANNED GOODS.	
Apples, gals. 6|case	$1 62
Beans, 2's	2 05
Corn, standard, per 2 dozen case	2 10
Peas, standard, per 2 dozen case	2 05
Plums, Lombard, 2's, case	1 90
Peaches, 2½'s, case	4 60
Strawberries and raspberries, 2's, case	4 80
Tomatoes, standard, per dozen, case	2 20
SALMON.	
Sockeye, 1'a, 4 doz. case	$9 00
Sockeye, ½'s, 8 doz. case	10 75
Cohoes, 1's, 4 doz, case	4 75
Humpbacks, 1's, 4 doz. case	4 00
DRIED FRUITS.	
Apricots, per lb., 13½c; Apples, lb.	08¾c
Prunes, 70-80, 25's, lb.	08¾c
Currants, per lh., 08½c; Raisins, seeded, lb.	10 c
Peaches, per lb.	07 c
White Figs, per lb.	08 c

ALBERTA MARKETS (CALGARY).

(By Wire.)

Calgary, June 24.—Strawberries are now nearly over and are up to $3.35. Raspberries are worth $2.50 and cherries $2. Canteloupes fetch $5 and oranges are up 25 cents. There is a further drop in flour of fifteen to twenty cents. Molasses is up thirty cents case. Jobbers talk of a positive advance in canned goods at an early date. All kinds of beans are strong. Spot prunes are very firm. Canada and Durham corn starch declined half a cent this week. Bright sunshine is dispelling the gloom caused by the rainy spell and trade in the country districts is very good.

Fruits—		
Strawberries, crate, 24 pints	....	3 35
Raspberries, crate, 24 pints	....	2 50
Cberries, 8-lb. box	....	2 00
Cantaloupes, crate	....	5 00
Oranges, case	3 75	4 25
Lemons, case	....	4 50
General—		
Beans, amall wbite Japan, lb.	....	0 06½
Beans, Soya, per lb.	....	0 04¼
Flour, No. 1 patent, 98's	3 50	3 60
Rolled oats, hail	....	3 70
Rolled oats, 80s	....	3 30
Rice, Siam, cwt.	....	4 00
Potatoes, No. 1 wbite, B.C., busbel.	....	0 75
Sugar, pure cane, granulated, cwt.	....	7 65
Shelled walnuts, finest balves, lb.	....	0 40
Shelled walnuts, broken, lb.	....	0 30
Produce and Provisions—		
Cbeese, new Ontario, large, per lb.	....	0 20
Butter, No. 1 creamery, lb.	....	0 26
Butter, No. 1 dairy, lb.	....	0 20
Eggs, new laid, doz.	....	0 20
Lard, pure, 3s, per case	....	9 00
Lard, pure, 5s, per case	....	8 93
Bacon, smoked backs, per lh.	....	0 19
Bacon, smoked bellies, per lb.	....	0 21
Canned Goods—		
Tomatoes, 3s, standard, case	....	2 55
Corn, 2s, standard, case	....	2 10
Peas, 2s, standard, case	....	2 10
Tomatoes, gals., case	....	2 00
Apples, gals., Ontario, case	....	1 85
Strawberries, 2s, Ontario, case	....	4 90
Raspberries, 2s, Ontario, case	....	4 50
Salmon, finest sockeye, talls, 48xls, per case	....	10 00
Salmon, pink, talls, 48xls, per case.	....	12 25
Dried Fruits—		
Evaporated apples, 50s, per lb.	....	0 09½
Peaches, choice, 25s, per lb.	....	0 08
Apricots, choice, 25s, per lb.	....	0 15
Pears ,cboice, 25s, per lb.	....	0 14

ALBERTA MARKETS (EDMONTON).

(By Wire.)

Edmonton, Alta., June 22, 1915.—Trade within last few weeks not very good compared with previous month owing partially to the bad state of roads. Fruit and preserving sugar sales have proven disappointing and the same applies to drinks and seasonable goods which lack warm weather. Flour has declined a dollar twenty since the high-water mark. The beans market is firm. Rolled oats show slight decline. Flour is down 15c. Dairy butter is down to eighteen cents, with No. two's at fourteen and a half cents.

Produce and Provisions—		
Cheese, new, lb.	0 20	0 21
Butter, creamery, per lb.	....	0 30
Butter, dairy, No. 1, 18c; No. 2.	....	0 14½
Lard, pure, 3's, per case	....	9 00
Lard, pure, 5's, per case	....	8 95
Lard, 10's, per case	....	8 90
Lard, pure, 20's, each	....	2 93
General—		
Beans, Ontario, per busbel	3 75	3 90
Beans, Japan, per bush.	3 90	4 15
Coffee, whole roasted, Rio	....	0 16
Evaporated apples, 60'a	0 09	0 09½
Potatoes, per busb.	0 65	0 70
Rolled oats, 20's, 86c; 40's	....	1 60
Rolled oats, bail, $3.75; 80's	....	3 15
Flour, 98's	3 35	3 50
Rice, per cwt.	....	3 85
Sugar, standard gran., per cwt.	7 55	7 65
Sugar, yellow, per cwt.	....	7 15
Canned Goods—		
Apples, gals., case	....	1 60
Corn, standard, per two dozen.	2 00	2 10
Peas, standard, 2 dozen	....	2 10
Plums, Lombard	....	2 20
Peaches	....	3 25
Strawberries, $4.45; raspberries	....	4 00
Tomatoes, standard, per dozen	....	2 50
Salmon, sockeye, 4 doz. talls, case, 1s	....	7 50
Cohoes, 1's, $5.75; bumpbacks, 1's.	....	4 35
Fruits—		
Lemons	....	4 60

NEW BRUNSWICK MARKETS.

(By Wire.)

St. John, N.B., June 22, 1915.—Molasses market is stiffening. The fall in the flour market is one of the chief features of interest locally this week. Dealers are advising customers to buy hand to mouth on molasses because present prospects presuppose manipulation. The further drop in flours, viz., Manitoba, $7.85; Ontario, $7.15. There are indications that still lower quotings will come. Dealers are unloading as much as possible. Rolled oats are easier at $7.25: beans are firmer. Dealers are stocking Siam rice instead of Rangoon which is slightly higher being now $4.25 to $4.50. Eggs are firmer at 17½c to 18c. Cheese is easier at 18c to 18½c. Sales are lighter. General business is fair.

Produce and Provisions—		
Bacon, breakfast, per lb.	0 20	0 23
Bacon, roll, per lb.	....	0 17
Beef, barrel	24 00	25 00
Beef, corned, 1's	2 75	3 35
Pork, American clear, per bbl.	25 00	28 75
Pork, domestic, per bbl.	25 00	27 50
Butter, dairy, per lb.	0 26	0 28
Butter, creamery, per lb.	0 29	0 31
Eggs	0 17½	0 18
Lard, compound, per lb.	0 11¼	0 11¼
Lard, pure, per lb.	0 13¾	0 14
Cheese, new	0 18	0 18½
Flour and Cereals—		
Cornmeal, gran.	....	5 75
Cornmeal, oidinary	....	1 85
Flour, Manitoba, per bbl.	....	7 85
Flour, Ontario	....	7 15
Rolled oats, per bbl.	....	7 25
Oatmeal, standard, per bbl.	....	8 00
Fresh Fruits and Vegetables—		
Lemons, Messina, box	....	7 60
Oranges, Val., case	4 00	5 50
Potatoes, bbl.	1 35	1 45
Sugar—		
Standard granulated	....	6 80
United Empire	....	6 50
Brigbt yellow	....	6 60
No. 1 yellow	....	6 30
Paris lumps	....	7 60
Lemons, Messina, box	....	....
Beans, band-picked, bush.	3 60	3 65
Beans, yellow eyes, per bush.	3 70	3 75
Canned pork and beans, per case	2 60	2 90
Molasses, Barbadoes, gal.	0 40	0 41
Cream of tartar, per lb., bulk	0 40	0 41
Currants	0 08¾	0 09
Rice, per cwt.	4 25	4 50

CAKES LOOK WELL IN BUTTER DISHES.

Dispensing of cakes and pastry in butter dishes is a new idea which appeals with particular force to the retailer who has had a nice order for such food reach his customer mashed beyond recognition or sticking fast to the inside of a bag. Cream puffs, chocolate eclairs and pastry and cake of similar manufacture go nicely in butter dishes.

Gooseberries and Melons Selling

All Sorts of Melons Now in—Musk, Watermelon and Canteloupe Getting Good Business—Strawberries Slightly Higher—Plums Coming in Now—Basket Peas Now in—New Apricots and Peaches and Plums.

MONTREAL.

FRUIT.—California navel oranges jumped to 4.00. They are not keeping very well. Late Valencias are offered at 4.25. No Sorrentos offering. There are some old crop apples offering, but by the end of this week there should be new apples offering from the States at 2.00 per basket—Duchess and Astrican. Florida strawberries advanced in the early part of the week, bringing 17c per qt.. but they are not likely to stay at that price. Montreal strawberries are offered at 15c per pint, the quality of which is fine. Plums are selling for 2.25 per box, and lots coming in, of good quality. Prices will drop. Peaches sold for 4.00, six to the basket—should be down to 3.00 soon. Pineapples are quoted 2.25-2.50, for 30 and 24 sizes respectively. Cherries are quoted 1.75 box, with fair demand. Grapefruits are scarce and expensive. Very little demand for cocoanuts. Lemons advanced to 3.50-3.75, owing to slight scarcity and heavy demand during hot weather. No grapes offering outside of hothouse grapes. Bananas were scarce early this week, but were exceedingly plentiful last week; the small bunches are cheap, but large ones bring 2.00. New apricots are on the market at 2.00 a box, of fine quality. Cantaloupes are in, at 4.00 for boxes of 45—not very high for an opening price. Melons are expected.

Apples—		
Spies, box	....	2 50
New apples, basket	....	2 00
Bananas, crate	....	2 00
Cocoanuts, sack	....	4 00
Grapefruits, case	....	4 00
Grapes, Belgium hothouse, lb.	....	1 00
Lemons—		
Messina, Verdelli, extra fancy, 300 size	3 50	3 75
Limes, box	....	1 50
Oranges—		
Valencias, Cal., late, 126-250	....	4 25
Cal., Navels	....	4 00
Pineapples, 18-24 and 30-36	2 25	2 50
Peaches, box 6 baskets	....	3 50
Plums, box 4 baskets	....	2 25
Strawberries, per qt. cup	....	0 17
Cherries, California, box	....	1 75
Cantaloupes, box of 45	....	4 00

VEGETABLES. — Cabbage dropped again early this week, this time to 1.25 per crate. New potatoes are now 3.75, and are going well at this comparatively low figure. Cucumbers are worth 1.75, the market being down on account of Montreal cucumbers being offered at 60-75c per doz. Asparagus remains about the same. New beets are down to 75c per doz. New carrots dropped from 90c per doz. to 40-50c. Green beans advanced to 2.00 per basket. A feature of the market is the arrival of green peas on the market at 2.00 per basket. Old carrots advance to 1.25 bag. Montreal head and curly lettuce offered now, the former at 40c per doz., and the latter 10-15c doz. Peppers are down to 50c basket. Sweet potatoes are not keeping, and require to be specially ordered. Spinach is down to 40-50c box. Old Quebec turnips jumped at 2.00 bag. Mississippi tomatoes, 4 baskets to box, dropped to 1.25, hothouse tomatoes remaining at the same figure. Watercress is worth 35c doz.—a slight advance.

Asparagus, Canadian, doz. bunches	2 50	3 00
Beets, new, doz. bunches	....	0 75
Beans, wax, basket	....	2 00
Beans, green, basket	....	2 00
Cabbage, new, crate	....	1 25
Carrots, bag	....	1 25
Carrots, new, doz.	0 40	0 50
Cauliflower, Canadian, doz.	1 00	2 50
Cucumbers, fancy, basket, 6 doz.	....	1 75
Celery, washed, doz.	....	1 50
Horseradish, Canadian, lb.	0 10	0 15
Head lettuce, doz.	....	0 40
Curly lettuce, doz.	0 10	0 15
Mushrooms, 4 lbs., basket	....	2 00
Onions—		
Bermuda, 50-lb. crate	....	1 75
White, Texas, crate	....	1 75
Parsnips, new, doz. bunches	....	0 35
Parsley, Canadian, doz. bunches	....	0 50
Peas, basket	....	2 00
Peppers, green, 3½-qt. basket	....	0 75
Potatoes—		
Montreal, bag	....	0 65
Green Mountain	....	0 65
New, bbl.	....	3 75
Potatoes, sweet, Jersey, hpr.	....	2 75
Radishes, doz.	0 05	0 15
Rhubarb, hothouse, doz.	0 15	0 20
Spinach, Canadian, box	....	0 40
Turnips, bag	....	2 00
Turnips, new, doz. bunches	....	0 50
Tomatoes, Mississippi, crate, 4 baskets	....	1 25
Tomatoes, hothouse, lb.	....	0 15
Watercress, Canadian, doz.	....	0 35

TORONTO.

FRUIT.—Lemons are firmer this week, both Messina and California, and we quote $4 as top price on former and $3.75 on latter. There is a good demand, and the supply is somewhat short. Gooseberries are on the market this week at $1.25 to $1.50. There are not a great many and what there are have a good sale. Cherries are becoming more plentiful. We quote $1.75 to $2. California peaches have now made their appearance and they start at $2 the box. There was a big rush to get them and for the present supplies are none too plentiful. Apricots, also from the same state, are in the market too, and are likewise worth $2. A case of plums is worth from $2 to $2.25 with more selling at the top than at the bottom price. Watermelons and musk melons have started coming and we may expect lower levels as the season wears on. The stuff, all the new stuff in fact, looks very nice. Bananas and late Valencia oranges show no appreciable change. Oranges continue in big demand, with strawberries a market leader at prices which obtained last week. Quality is uncertain; some are good; some poor.

The wholesale trade opened the beginning of the week at the Scott Street Arena for the summer trade.

Apricots, Cal., box	....	2 00
Bananas, per bunch	1 50	2 25
Cocoanuts, sack	4 00	4 25
California cherries, box	2 50	2 75
Cherries, case	1 75	2 00
Gooseberries	1 25	1 50
Oranges—		
California Valencias	....	4 00
Lemons, Messina	3 75	4 00
Lemons, California	....	3 75
Limes, per 100	....	1 60
Musk melons, box	4 00	4 50
Peaches, Cal., box	....	2 00
Pears—		
California, box	....	3 25
Pineapples, Porto Rico, case	....	3 25
Pineapples, Cuban	2 75	3 00
Plums, case	2 00	2 25
Strawberries, qt. box	0 13	0 15
Watermelons	....	0 65

VEGETABLES.—There are lots of new lines making their appearance on the market now and readers will note that we have swelled our lists of quotations this week. Green peas, in 12-quart baskets, are worth $1 to $1.25 and are in great demand. Consumers are on to them early. Radishes are coming in freely now and call for anything from 10 cents to twice that amount. Green onions are fetching 12½ to 20 cents a dozen. All kinds of potatoes are selling and the only price change worth mentioning is the increase in the price of new potatoes which are now selling at $3.50 to $4. Cucumbers are considerably cheaper. The stuff is good quality so far. Green beans are down from $2.25 to $1.50 and asparagus from $2 to $1.25

(Continued on page 39.)

Western Salmon Lower; Eastern Higher

Two Price Changes That Apply to Montreal Only—No Change in Toronto—Fresh Car of Halibut in Ontario—Dore Not so Plentiful—Big Demand From Hotels for Frogs' Legs—Shad Fish Nearly Finished.

MONTREAL.

FISH AND OYSTERS.—Demand in general for fresh fish is fairly active, and as a rule stocks are in ample quantities to supply the demand. During the past few days there has been a lull in the producing of Gaspe salmon, and as a result prices have advanced 2c per lb. It is expected that prices in that line have touched bottom, and an upward movement is taking place now. Some fishing banks have produced little haddock during the past week, and this fact sent up prices half a cent more. Halibut is coming in fairly well, but prices have a tendency to harden. Fishing of halibut is reported to be equal to expectations, and it seems that the demand is increasing daily, comparatively. In lake fish lines, dore is not so plentiful, while trout, pike and whitefish are holding their own, without any change or new feature. Shad fishing is pretty nearly finished. There was an avalanche of this fish last week, and as a consequence, heavy losses have been borne by producers; in fact, several lots which could not be marketed, had to be given away to charitable institutions or destroyed. Shad flesh is of such a texture, unless it is nearly alive, it cannot be frozen or marketed. Lobsters are still arriving in fairly large quantities, as fishing has been extended in a few localities, but prices are not expected to change materially. Brook trout is arriving in very small lots, but the quantity produced is quite enough to supply the demand, which is very small. Oysters in shell and bulk, scollops, shrimps, are in very small demand. The same applies to smoked fish, such as finnan haddies, fillets, kippers and bloaters. Frogs legs are a little more plentiful.

TORONTO.

FISH.—There was a car in of new halibut on Tuesday morning, and it was in big demand. Halibut has had a fairly large call ever since the first of it came in. British Columbia salmon is coming in more freely now and is fetching 15 to 18 cents. This is cheaper than the eastern stuff—which calls for 22 cents—and consequently the former gets a good deal of the business. Mackerel continues a leader. Price generally is anywhere from 13 to 20 cents, but the latter figure is probably nearer the mark than the former: There isn't much mackerel under 16 cents that is worth anything.

Haddock and cod are getting their usual quota of business. Frogs' legs are proving that they have come to stay, apparently, and the hotel trade is quite large now. Whitefish and trout are more abundant. It will be remembered that the latter was said to be getting scarcer but there are heavy shipments in this week and we quote 9 to 10 cents. This line is a good one and popular with the public. There is a lot of fish being bought right now, more, despite the holding back of seasonable weather, than for some seasons.

SMOKED FISH.

	Montreal	Toronto
Haddies, per lb., new cured	.07½-.08	.08-.09
Haddies, 15-lb. and 30-lb. boxes, lb.	.07-.07½	.08-.09
Haddies, fillets, per lb.	.10	.12
Haddies, Niobe, boneless, per lb.	.08½	...
Herring, Ciscoes, per lb.	.10	.12
St. John bloaters, 100 in box	1.10	....
Yarmouth bloaters, 60 in box	1.20	....
Smoked herrings, medium, box	.20	...
Smoked boneless herrings, 10-lb. box	1.10	...
Kippered herrings, selected, 60 in box	1.50	1.25-1.60
Smoked salmon, per lb.	.25	.12
Smoked halibut	...	.10

FROZEN FISH—SEA FISH.

	Montreal	Toronto
Salmon—		
Gaspe, large, per lb.	.14	18
Red, steel heads, per lb.	.12	.12-.13
Red, sockeyes, per lb.	.12	...
Red, Cohoes or silvers, per lb.	.08-.08½	.11
Pale qualla, dressed, per lb.	.07-.07½	.08
Halibut, white western, large and medium, per lb.	.08½-.09	.09½
Halibut eastern, chicken, per lb.	.09-.09½	.09
Mackerel, bloater, per lb.	.07½-.08	.09
Haddock, medium and large, lb.	.03½-.04	.05
Market codfish, per lb.	.03½	...
Steak codfish per lb	.04-.04½	.09
Canadian soles, per lb.	.06	....
Blue fish, per lb.	.15-.16	...
Smelts	.09	.05
Herrings, per 100 count	3 00	...
Round pike	.05-.05½	...
Grass pike	.06	...

DRIED AND PREPARED FISH.

Dried codfish, medium and small, 100 lb.	7 00	7 50
Dried hake, medium and large, 100 lb.	6 00	....
Dried pollock, medium and large, 100 lb.	6 00	....
Dressed or skinless codfish, 100-lb. case.	7 25	8 00
Boneless codfish, 2-lb. blocks, 20-lb. bxs., per lb.	0 08	0 08
Boneless codfish, 2-lb. blocks, 20-lb. bxs., per lb.	0 07	0 07
Boneless codfish, strips, 20-lb. boxes	0 12	0 10
Shredded codfish, 12-lb. boxes, 24 cartons, a box	1 80	1 80
Boneless codfish, in 2-lb. and 3-lb. boxes	0 15	0 15

BULK OYSTERS, CLAMS, ETC.

Standard, solid meats, gal.	1 80	....
Standard, bulk, gal.	1 50	1 40
Selects, per gal., solid meat	2 00	2 50
Best clams, imp. gallon	1 50	....
Best scollops, imp. gallon	2 00	2 25
Best prawns, imp. gallon	2 25	....
Best shrimps, imp. gallon	2 25	....
Sealed, best standards, qt. cans, each	0 40	....
Sealed, best select, quart cans, each	0 50	....

CLAMS, MUSSELS AND SHELL FISH, CRUSTACEANS, ETC.

Cape Cod shell oysters, per bbl.	11 00	....
Canadian cultivated oysters, bbl.	8 00	10 00
Clams, per bbl.	6 00	8 00
Live lobsters, small	0 14	0 35
Live lobsters, medium and large, lb.	0 17	0 35
Little necks, per 100	1 25	1 50
Soft shell crabs	....	2 25

FRESH SEA FISH.

	Montreal	Toronto
Halibut	11 —12	9½—10
Haddock, fancy, express, lb.	4 — 4½	6
Mackerel, each	15 —16	13 —20
Steak, cod, fancy express, lb.	5½— 6	7 — 9
Herrings, Gaspereaux	2	....
Flounders	5	0 09
Salmon, Western	15 —16	—18
Salmon, Eastern	15 —16	—22

FRESH LAKE FISH.

Carp, lb.	0 06	....
Pike, lb.	0 07	0 07
Brook trout	0 23	0 28
Perch, lb.	0 06	0 07
Suckers, lb.	0 05	0 05
Whitefish, lb.	0 12	0 12
Herrings lb.	0 04	0 07
Lake trout, lb.	0 11	9—10
Dressed bullheads	0 12	....
Eels, lb.	0 10	0 08
Frogs, medium, lb.	0 20	0 20
Frogs, large, lb.	0 40	0 45

FROZEN—LAKE AND RIVER.

Whitefish, large, per lb.	.08½-.09	.07-.08
Whitefish, small tulibees, per lb.	.05½-.06	...
Lake trout, large and medium, lb.	.09	.10
Dore, dress or round, lb.	.08	.09-.10
Pike, dressed and headless, lb.	.06 -.06½	.07
Pike, round, per lb.	.05½-.06	.06-.07

PICKLED FISH.

Salmon, Labrador, tierces, 300 lb.	20 00	....
Salmon, Labrador, bbls., 200 lbs.	14 00	....
Salmon, Labrador, half bbls., 100 lbs.	7 50	....
Salmon, B.C., bbls.	13 00	14 00
Sea trout, Baffin's Bay, bbls., 200 lbs.	12 00	....
Sea trout, Labrador, bbls., 200 lbs.	12 00	....
Sea trout, Labrador, half bbls., 200 lbs.	6 50	6 50
Mackerel, N.S., bbls., 200 lbs.	12 00	....
Mackerel, N.S., half bbls., 100 lbs.	7 00	....
Mackerel, N.S., pails, 20 lbs.	1 75	2 00
Herrings, Labrador, bbls.	6 00	6 25
Herrings, Labrador, half, bbls.	3 25	3 25
Lake trout, 100-lb. kegs	6 00	6 00
Quebec sardines, bbls.	6 00	....
Quebec sardines, half bbls.	3 50	....
Tongues and sounds, per lb.	0 07½	....
Scotch herrings, imported, half bbls.	8 00	....
Holland herrings, imp'td milkers, hf bbls	8 00	....
Holland herrings, imp'ted milkers, kegs	0 95	0 75—1 00
Holland herrings, mixed, half bbls.	7 00	....
Holland herrings, mixed, kegs	0 85	0 70—0 95
Lochfyne herrings, box	1 35	....
Turbot, bbl.	14 00	....
Green cod, No. 1, bbl.	10 00	10 00
Green cod, No. 2, bbl.	8 50	8 50

WINNIPEG.

FISH.—Cold weather does not help to stimulate fish sales, but they keep up well, and fish as a summer food is no doubt gaining in popularity. Latest prices are:

Fish—		
Fresh salmon, lb.	....	0 16
Fresh halibut, lb.	....	0 09
Pickerel	....	0 10
Whitefish	....	0 09
Finnan haddies	....	0 08½
Kippers, box	....	1 75
Lake trout, lb.	....	0 12
Holland herrings, kegs	....	0 73
Smoked gold eyes, doz.	....	0 30

Good Demand for Cooked Meats

Seasonable Call For These in Both Markets—Higher Prices Accordingly—Lower Levels on Spring Chicken and Fowl—Lard a Trifle Easier—No Change in Egg Situation Slacker Demand for Bacon.

MONTREAL.

PROVISIONS.—There is a much better demand for smoked, cooked and jellied meats, due to the arrival of real summer weather. Prices on hams are up from ½c to 1c per lb. The live hog situation is easier on account of continued liberal supplies coming forward. Prices on hogs are lower. The lard market is a shade easier, but not sufficient to affect our quotations.

Hams—		
Small, per lb.		0 20
Medium, per lb.		0 19
Large, per lb.		0 18
Backs—		
Plain, bone in		0 23
Boneless		0 25
Peameal		0 25
Bacon—		
Breakfast, per lb.		0 22
Roll		0 17
Shoulders, bone in		0 15
Shoulders, boneless		0 16
Cooked Meats—		
Hams, boiled, per lb.		0 28
Hams, roast, per lb.		0 29
Shoulders, boiled		0 25
Shoulders, roasted		0 26
Dry Salt Meats—		
Long clear bacon, 50-70 lbs.		0 15½
Long clear bacon, 80-100 lbs.		0 14½
Flanks, bone in, not smoked		0 15½
Barrelled Pork—	Per	bbl.
Heavy short cut mess		26 00
Heavy short cut clear		26 00
Clear fat backs		29 00
Clear pork		27 00
Lard, Pure—		
Tierces, 350 lbs. net		0 12¾
Tubs, 50 lbs., net		0 13½
Boxes, 50 lbs., net		13
Pails, wood, 20 lbs., gross		0 13¼
Pails, tin, 20 lbs. gross		0 13¼
Cases, 10 lbs., tins, 60 in case		0 13½
Cases, 3 and 5-lb. tins, 60 in case		0 14¾
Bricks, 1 lb. each		0 15¼
Lard, Compound—		
Tierces, 375 lbs., net	0 09¾	0 10
Tubs, 50 lbs., net		0 10½
Boxes, 50 lbs., net		0 10¾
Pails, wood, 20 lbs., net		0 10¾
Pails, tin, 20 lbs., gross		0 10¾
Cases, 10-lb. tins, 60 in case		0 11½
Cases, 3 and 5-lb. tins, 60 in case		0 11½
Bricks, 1 lb., each		0 12½
Hogs—		
Dressed, abattoir killed	13 50	13 75

BUTTER.—Much higher prices were bid in the country last week end, as high as 28c being paid at Cowansville. This is a high price considering time of year. It is almost impossible to give any reason for the advance except the anxiety of one or two in the market to put some away. The production is large, but not so high as last year; nevertheless, it is sufficient to take care of requirements. Quotations to grocers were unchanged early this week.

Butter—		
Finest creamery		0 28
Dairy prints		0 23
Dairy, solids		0 22
Separator prints		0 22
Bakers'		0 19

CHEESE.—This market has had its ups and downs, and is now down. At the lower range of prices there is a good demand from Great Britain, and it is confidently expected that all the cheese will be exported. Quotations remain the same as last week.

Cheese—	
Old make	0 22
New make	0 18
Old specials, per lb.	0 22
Stilton	0 19

EGGS.—Receipts continue to be large, and the quality is fairly good for this time of year. There is no change in quotations.

Eggs, case lots—	
Stamped	0 24
Selects	0 23
No. 1's	0 22
No. 2's	0 17 0 18

POULTRY.—There was a fairly good demand all round last week, especially for live fowl, which are selling very cheap, and are expected to go much lower. Dealers are on the look out in the country for spring broilers, which are inclined to be scarce. They are offered to grocers at 1.25 per pair, weighing 1½ to 1¾ lbs., or roughly about 3 lbs. per pair. Live fowl are offered at 18c for 4 lb. birds and over; under 4 lbs. they are quoted at 16c. Live stock was pretty well cleaned up last week.

Poultry—		
Frozen stock—		
Fowl, 5 lbs. and over	0 17	0 18
Fowl, small	0 13	0 16
Turkeys, fancy	0 20	0 25
Ducks	0 16	0 18
Geese	0 13	0 15
Pigeons, pair	0 30	0 35
Fresh stock—		
Fowl, dressed	0 18	0 20
Spring broilers, dressed, pair	1 00	1 25
Squabs, pair	0 50	0 60
Live stock—		
Fowl, 5 lbs. and over	0 14	0 15
Fowl, small	0 12	0 14
Turkeys	0 15	0 16
Ducks, old	0 16	0 18
Geese	0 09	0 10
Ducklings, 3 lbs.	0 23	0 28

Receipts in Montreal.

Receipts of butter, cheese and eggs in Montreal are:—

	Butter boxes	Cheese boxes	Eggs cases
Week ending June 19, 1915...	12,324	76,737	21,102
Week ending June 20, 1914...	18,779	64,258	11,862

TORONTO.

PROVISIONS.—All cooked meats are one cent higher and quite firm at that. Summer trade seems to have swung into its own now, and cooked meats are a big summer seller. Lard is down half a cent in the pure; there is no change in the compound. Demand for breakfast bacon has fallen off somewhat this week and prices, while unchanged, are sagging a little and are inclined to be easier.

Hams—		
Light, per lb.	0 18	0 19
Medium, per lb.	0 17	0 17½
Large, per lb.	0 14½	0 15
Backs—		
Plain, per lb.	0 22	0 23
Boneless, per lb.	0 24	0 25
Pea meal, per lb.	0 25	0 25
Bacon—		
Breakfast, per lb.	0 20	0 23
Roll, per lb.	0 14	0 15½
Shoulders, per lb.	0 14	0 14½
Pickled meats—1c less than smoked.		
Dry Salt Meats—		
Long clear bacon, light	0 13¾	0 14
Cooked Meats—		
Hams, boiled, per lb.	0 25	0 26
Hams, roast, per lb.	0 26	0 27
Shoulders, boiled, per lb.	0 24	0 25
Shoulders, roast, per lb.	0 24	0 25
Barrelled Pork—		
Heavy mess pork, per bbl.	25 00	26 00
Short cut, per bbl.	26 00	27 00
Lard, Pure—		
Tierces, 400 lbs., per lb.	0 11½	0 12
Tubs, 60 lbs.	0 12	0 12½
Pails	0 12¼	0 12¾
Tins, 3 and 5 lbs., per lb.	0 12¾	0 13¼
Bricks, 1 lb., per lb.	0 13¾	0 14¼
Lard, Compound—		
Tierces, 400 lbs., per lb.	0 09	0 09½
Tubs, 50 lbs., per lb.	0 10½	0 10¾
Pails, 20 lbs., per lb.	0 10¾	0 11
Hogs—		
Dressed, per cwt.		14 00
Live, per cwt., off cars		9 65

BUTTER.—There is no price change to record this week, but the market tone is firmer and stronger and we should not be surprised to see an advance of a cent before the week closes. Country price is said to be 27 cents and if that is the case it means 29 cent price here in the city. There is a good deal of butter going here cheaper than it sells outside for some unknown reason. There is a considerable demand for storage purposes. Surely storing butter at this price is somewhat of a gamble? Storing now at 29 cents means a price to the consumer next year of 38 to 40 cents. Will the consumer pay that price? The make continues large and prices will more or less probably fall below their present level, and it would appear on the surface as if storing had better be delayed awhile.

Butter—		
Creamery prints, fresh made	0 28	0 29
Dairy prints, choice, lb.	0 22	0 24
Dairy solids, lb.	0 21	0 23
Bakers', lb.	0 18	0 20

CHEESE.—All prices are up half a cent this week, and though the make is still large, export demand swallows it up and hence the rise in levels. Domestic

demand continues good but it alone would not have sent prices up again when one might have thought that the reign of unprecedentedly high levels was ended. However, market is firm at advanced prices. Old cheese is exceptionally scarce.

Cheese—		
Old large, per lb.	021½	0 22½
Old twins, per lb.	0 22	0 23
New, large, per lb.	0 17	0 17½
New, twins, per lb.	0 17½	0 18

EGGS.—There is nothing of note in this market this week. Deliveries are not quite so heavy but demand seems to have slackened a trifle too this week, and about equalizes things up. There is some export going on taking care of the customary summer surplus. No price changes have to be reported.

Eggs—		
Specials (in cartons), doz.	0 23	0 24
Extra (selects)	0 22	0 23
No. 1s (straight new laids)	0 21	0 22
No. 2	0 17	0 18
Cracked	0 16	0 17

POULTRY.—Spring chickens are coming in in fairly liberal quantities now and are worth about 15 to 20 cents which is a reduction from last week's levels. Broilers surely have had a chequered career this last few weeks, so far as quotations go. Fowl is selling from 12 to 14 cents a pound and there is a fair demand for it at that.

Poultry (Dressed)—	Frozen dressed.
Chickens	0 17—0 20
Fowl	0 14—0 16
Ducks	0 16—0 18
Turkeys	0 20—0 28

Poultry—	Live.
Old fowl	0 12 0 14
Spring broilers, 1½ to 2 lbs. each	0 15 0 20
Old turkeys	0 15—0 16

HONEY.—We have no price changes to observe this week. Reliable reports from country points show that honey production will be short this summer. Some hives have been reported killed by starvation.

Honey—		
Buckwheat, in bbls.	0 07	0 07¾
Buckwheat, in tins	0 07¼	0 00
Strained clover	0 12½	0 00
Comb honey, No. 1, doz.	3 00	0 00
Comb honey, No. 2, doz.	2 40	0 00

WINNIPEG.

PROVISIONS.—Trade in both preserved and cooked meats has been a little disappointing, due to cold weather conditions. Eggs are plentiful and cheap. Butter is also abundant, and supply rather better than demand. Prices on eggs, butter and cheese are hardly likely to hold. Cheese is easier.

Hams—		
Light, per lb.	0 18	0 18½
Medium, per lb.	0 17½	0 18
Large, per lb.	0 15	0 15½
Backs, clear, per lb.	0 20	0 23
Bacon—		
Breakfast, per lb.	0 18½	0 23
Shoulders, per lb.	0 13½	0 14½
Dry Salt Meats—		
Long clear bacon, light	0 13½	0 14
Cooked Meats—		
Hams, boiled, per lb.	0 26	0 27
Shoulders, boiled, per lb.	0 22	0 23
Barrelled Pork—		
Heavy pork, per bbl.	25 00	26 00
Short cut, per lb.	26 00	27
Lard—		
Tierces	....	0 13½
Tubs	....	6 88
Pails	....	2 77
Cases, 5s	....	8 47
Cases	....	8 70

BUTTER.—

Creamery	0 25	0 26
Best dairy	0 18	0 20
Cooking	0 12	0 15

EGGS.—

Eggs—		
New laid	0 12½	0 15

CHEESE.—

Cheese—		
New, large	....	0 20
New, twins	0 20½	0 21

POULTRY.—Business is quiet, but good young stock has a market. The demand is not up to that of last year at this time.

Fresh Stock—		
Turkeys, per lb.	0 13	0 15
Chickens, per lb.	0 11	0 15
Fowls	0 10	0 12

FRUIT AND VEGETABLES.

(Continued from page 36.)

to $1.50. Rhubarb is a nickel a bunch lower in price and is proving a good seller but supplies are heavy this season. Tomatoes are a trifle firmer without any increase in figure. All the rest of the vegetables are getting good business and strangely enough root stuff sells better now than at any time so far.

Asparagus, Canadian, baskets	1 25	1 50
Beets, imported, doz. bunches	....	0 60
Beets, hamper, 2 doz. bunches	1 25	1 50
Beans, green, hamper	....	1 50
Beans, wax, hamper	2 00	2 25
Cabbage, new, crate	2 00	2 25
Carrots, bag, old	0 50	0 75
Carrots, new, hamper	1 50	1 75
Cucumbers—		
Slicing, hothouse, doz.	....	1 25
Hampers	1 00	1 25
Celery, California, doz.	....	1 25
Mushrooms, per lb.	0 60	0 90
Water cress, 11-qt. basket	....	0 50
Onions—		
Can., 75-lb bags	1 25	1 50
Can., 100-lb. sacks	2 50	2 75
Egyptian, crate	4 75	5 00
Bermudas, crate	1 50	1 75
Green onions, doz.	0 12½	0 20
Green peppers, basket	....	0 75
Green peas, 12-qt. basket	1 00	1 25
Potatoes, N.B. Delawares	0 65	0 70
Potatoes, Ontario, bag	0 60	0 65
Potatoes, Carolina, bbl.	....	5 00
Potatoes, new, hamper	3 50	4 00
Parsley ,basket, 11-qt.	0 30	0 35
Radishes, doz.	0 10	0 20
Tomatoes, Florida, crate	2 75	3 25
Tomatoes, Mississippi flats, 4-bkt. carriers	....	1 50
Turnips, bag	0 35	0 50
Lettuce, leaf	0 20	0 30
Lettuce, Boston, head, small, doz.	0 90	1 00
Lettuce, Canadian Lead, doz.	0 50	0 75
Parsnips, Canadian, bag	0 55	0 65
Rhubarb, outside, doz. bunches	0 20	0 25
Spinach, bushel	....	0 25

WINNIPEG.

FRUITS AND VEGETABLES.—The first arrivals of stone fruits are now on the market, peaches, plums and apricots being quoted by jobbers at $2.50 per case. Raspberries are quoted at $4. Florida tomatoes are off the market, and Mississippi tomatoes are in at $1.65 per crate of four baskets. Old potatoes are getting scarce and of indifferent quality. New potatoes are available at 5c per lb. Native-grown vegetables are still very scarce.

Apples—		
Washington	2 25	3 25
Bananas, lb.	....	0 05
Cocoanuts, doz.	....	1 00
Cherries, per box (10 lbs.)	....	3 50
Lemons, Cal., case	5 00	5 50
Oranges, Valencias	4 50	4 75
Med. Sweets	4 25	4 50
Pineapples, per case	....	4 50
Strawberries—		
Hood River, crate	....	4 00
Tomatoes, Florida	....	4 50

VEGETABLES.—

Potatoes, car lots, bushel	....	0 60
Potatoes, small lots	....	0 70
Onions, Washington, sack	....	3 50
Onions, Australian, sack	....	4 00
Florida tomatoes, case	....	4 50

A POLL ON BUSINESS CONDITIONS.

The Credit Men's Journal has conducted a poll of Canadian business conditions which shows that retail stocks are low and that more cash business is being done. The questions asked and the replies are recorded as follows:

	Yes.	No.
1. What are the conditions of retail stocks as you know them at present? Are they as large as a year ago?	14%	86%
2. Do you think there will be an improved demand for your goods from now on?	70%	30%
3. Are retailers doing a larger proportion of cash business than normally?	92%	8%
4. Are wholesalers selling on shorter terms of credit than normally?	60%	40%
5. Are banks continuing to curtail credit?	92%	8%
6. Do you look for better business generally in 1915 than in 1914?	40%	60%

C. N. E. OPENS AUGUST 28.

The Canadian National Exhibition will be held in Toronto this year from August 28 to September 13, and it will be known as Patriotic Year. One of the special attractions will be the grand military review, when the forces of Great Britain and her allies will take part in one of the most spectacular pageants ever staged before the Grand Stand. Trophies, such as cannon, Uhlans' helmets, hand grenades, machine guns, etc., captured from the Germans will be on view.

CERTAINLY WORTH THE MONEY.

The MacLean Pub. Co., Ltd.

Sirs:—I enclose $2.00 *to cover my subscription to June* 1, 1916; *will you kindly acknowledge receipt of same.*

Your paper is certainly worth the money—and all I regret is that I am afraid a large number of the Ottawa grocers are not on your subscription list—otherwise they would run their business on different lines.

Wishing you every success.

A. P. JOHNSTON.

Bronson Ave.,
Christie St.,
Ottawa, Ont.

Flours Again Reduced

Manitobas Down 20c—Firm Tone to Mill Feeds—Mills Are Not Grinding Much Flour—Pastures Have Been Short—Hence Good Firm Market on Feeds—Little Call for Cereals.

MONTREAL.

FLOUR.—The large Montreal spring wheat flour millers dropped their prices on all lines Saturday a further 20c per bbl., bringing the price for first patents to 7.10, second patents 6.90, and strong bakers, 6.60. Outside millers reported a further drop on Monday, following a decline in the wheat market, to 6.60 for first patents, 6.40 for second patents, and 6.20 for strong bakers. In view of this it is probable that the Montreal millers will drop their prices again before the week is out. The price of wheat was a little firmer last week, but weakness developed early this week, the market dropping 1½c on Monday. With the 20c decline of Saturday, the Montreal millers have dropped their prices over $1 per bbl. since the first of June. These lower prices have not, however, had a beneficial effect on business, buying being of hand to mouth nature, although stocks are by no means heavy in dealers' hands. This condition of things is likely to continue until affairs in Europe have a steadying effect on the wheat market. A drop of 20c per bbl. also took place in winter wheat last week, bringing prices for first patents down to 6.80, second 90 per cents in wood, 6.40, and 90 per cents. in bags 3.00.

Manitoba Wheat Flour—	Per bbl. of 2 bags
First patents	7 10
Second patents	6 60
Strong bakers	7 40
Flour in cotton sacks, 10 cents per barrel more.	

Winter Wheat Flour—	Car lots.	Small lots.
Fancy patents	6 80	7 00
90 per cent. in wood	6 40	6 60
90 per cent., in bags	3 00	3 10

CEREALS.—Oat prices have declined, and rolled oats is offered at lower prices, although little difference can be seen in prices to the retailer. The demand is light. However, an Ontario miller advises that he cannot ship at a price 10c less than our quotations on the basis of present oat market. Hominy market is firm.

Cornmeal—	Per 98-lb. sack
Gold dust	2 50 2 55
Unbolted	2 25
Rolled Oats—	90's in jute.
Small lots	3 20 ....
25 bags or more	3 15 ....
Packages, case	4 50
Rolled oats in cotton sacks, 5 cents more.	
Oatmeal—fine, standard and granulated, 10 per cent. over rolled oats in 90s, in jute.	
Rolled Wheat—	100-lb. bbls.
Small lots	3 80
Hominy, per 98-lb. sack	2 75
Corn flour, bag	3 05
Rye flour, bag	3 00 3 30
Barley, pot	2 90

FEEDS.—There have been no important developments in this market, bran and shorts being still quoted at $26 and $28 respectively. It is understood that bran can be bought, however, as low as $24, and shorts for $25 and $26. But the demand is small. Wheat moulee is now quoted at $37, crushed oats at $40, chop oats at $40, barley chop at $35, and feed oats, Manitoba cleaned, at 69c bushel.

Mill Feeds—	Per ton
Bran	26 00
Shorts	28 00
Middlings	33 00
Wheat moulee	37 00
Feed flour, bag	2 50
Mixed chops, ton	38 00
Crushed oats, ton	40 00
Barley, pot, 98 lbs.	2 85
Oats, chop, ton	40 00
Barley chop, ton	35 00
Feed oats, cleaned, Manitoba, bush	0 69
Feed wheat, bag	2 30

TORONTO.

FLOUR.—There is a reduction again this week in the prices of all flours. Manitobas are now worth 20 cents less and Ontario winter wheat has declined 40 cents. As usual the reductions are solely due to the manipulations and vagaries of the wheat market and there is nothing more to be said on that account. Domestic business is slightly better, though export is said to be—as one flour man put it—as dead as the proverbial door nail. Excellent crop prospects in both this country and the United States are responsible for the continued crumbling of the wheat markets. This has come to be an old story now. Flour prices do not show that they have reached bottom yet, though a man is unwise to prophesy anything as to grain levels these days.

Manitoba Wheat Flour—	Small lots. per bbl.	Car lots. per bbl.
First patents	7 20	7 00
Second patents	6 70	6 50
Strong bakers	6 50	6 40
Flour in cotton sacks, 10c per bbl. more.		

Winter Wheat Flour—	Small lots. per bbl.	Car lots. per bbl.
Fancy patents	6 20	6 00
90 per cent.	6 00	5 80
Straight roller	5 80	5 60
Blended flour	5 80	5 80

CEREALS.—All cereals are very quiet and there is little to record. Prices may be a trifle easier in some cases than the figures we record because there are different quotations being made by different houses. Barley is unchanged and finds a little business. Rolled oats is only moderately called for and export on that account is more or less negligible.

Barley, pearl, 98 lbs.	....	5 00
Buckwheat grits, 98 lbs.	4 15	4 25
Corn flour, 98 lbs.	2 55	2 75
Cornmeal, yellow, 98 lbs.	2 25	2 40
Graham flour, 98 lbs.	3 30	3 40
Hominy, granulated, 98 lbs.	....	3 00
Hominy, pearl, 98 lbs.	....	3 00
Oatmeal, standard, 98 lbs.	....	3 50
Oatmeal, granulated, 98 lbs.	....	3 50
Peas, Canadian, boiling, bush	2 80	2 90
Peas, split, 98 lbs.	....	4 75
Rolled oats, 90-lb. bags	3 00	3 20
Rolled wheat, 100-lb. bbl	3 85	4 00
Rye flour, 98 lbs.	3 10	3 25
Whole wheat flour, 98 lbs.	3 30	3 40
Wheatlets, 98 lbs.	3 65	3 75

MILL FEEDS.—There is quite a scarcity in feeds just now. The mills are not grinding much flour and consequently there isn't much feed either. The weather has had the tendency to make the pastures rather short and hence the demand and the scarcity of supplies have conjoined. We make no price changes, however; though prices are firmer they are not, at this writing, actually higher.

Mill Feeds—	Mixed cars, per ton	
Bran	25 00	26 00
Shorts	27 00	28 00
Middlings	30 00	32 00
Wheat moulee	....	30 00
Feed flour, per bag	1 85	1 90
Oats—		
No. 3, Ontario, outside points	0 55	0 61
No. 3, C.W., bay ports	....	0 67

WINNIPEG.

FLOUR AND CEREALS.—A further decline in flour brings the price down to $7 per barrel for best patents. This means a total reduction of 90 cents since May 1. Domestic trade is fair, and export trade quiet. Further reductions may be expected, as wheat is still going down.

Flour—		
Best patents, per bbl.	....	7 00
Bakers'	....	6 50
Clears	....	5 60
XXXX	....	4 50
Rolled oats, 80 lbs.	....	3 25
Cornmeal, 98 lbs.	....	2 25

Sir Thos. Shaughnessy, head of the C. P. R., has stated in London, England, that he was invited to go there to discuss with the War Department a plan for the purchase of the largest possible portion of allies' needs in Canada. It is contemplated to use the Purchasing Organization of the Canadian Pacific for this purpose.

TILLSON'S "SCOTCH" HEALTH BRAN

READY FOR THE TRADE

Now is the time to enjoy the good profit of this product. Price to retailers, $2.00 case of 20 packages, 2 lbs. each. The price to consumer is 15c a package. Tillson's "Scotch" Health Bran is unequalled for indigestion and constipation. You can safely recommend it to your customers. Ask your wholesale grocer or write us direct, if you are in a hurry.

How About Flour?

Do you show the same care in selecting your flour as you do with your tea and coffee?

Rainbow Flour

is guaranteed to give the best of satisfaction. Your customers will appreciate the economy of using this flour. None other will make bread or biscuits so flaky, so delicate in texture, or so digestible.

Gold Seal Flour

has long ago won a reputation for its superiority as a pastry flour. By carrying both these high-grade flours you will be in a position to cater to the best trade. They are trade builders.

OUR BULK CEREALS

are always fresh and clean when they leave the mill. Do not accept substitutes. Insist on

TILLSON'S

Write or 'phone M. 5069, or M. 1070 when in need of shorts, bran, cracked corn, split peas, Graham flour, brose meal, whole-wheat flour, calfine, dairy feed, or any line sold by an up-to-date milling plant.

Quality—then price—that's Tillson's.

Our prices always lowest, consistent with highest quality.

TILLSON'S "SCOTCH" Fine-Cut OATMEAL

Makes Delicious Porridge

It is packed in 4-pound sanitary dust-proof packages. The price to the retailer is $5.00 a case. The price to the consumer is 30c a package. Your profit is good. Ask your wholesaler to send you a trial order. We absolutely guarantee all of our products to be as pure as science and skill can make them.

Canadian Cereal and Flour Mills, Limited, Toronto

The most popular of Summer Beverages

Sterling Raspberry Vinegar

Preferred because more thoroughly satisfying, wholesome and invigorating. There is a big trade opening up right now for the grocer who pushes "Sterling" Raspberry Vinegar.

Push the thirst-quencher they want again and again. Big margin. Ask us to ship you a few cases to-day.

T. A. Lytle & Co., Limited
Sterling Rd., Toronto

QUOTATIONS FOR PROPRIETARY ARTICLES

SPACE IN THIS DEPARTMENT IS $56 PER INCH PER YEAR

BAKING POWDER.

WHITE SWAN SPICES AND CEREALS, LTD.

	Per doz.
5c. Tins, 4 doz., to case, weight 10 lbs.	$0 40
4 oz. Tins, 4 doz. to case, weight 20 lbs.	0 65
6 oz. Tins, 4 doz. to case, weight 25 lbs.	0 90
8 oz. Tins, 4 doz. to case, weight 35 lbs.	1 30
12 oz. Tins, 4 doz. to case, weight 48 lbs.	1 60
16 oz. Tins, 4 doz. to case, weight 70 lbs.	2 25
3 lb. Tins, 2 doz. to case, weight 85 lbs.	5 00
5 lb. Tins, 1 doz. to case, weight 80 lbs.	9 50

ROYAL BAKING POWDER.

Size	Bbl. lots Less than 10 case lots Per doz.	or 10 cases and over Per doz.
Dime	$ .95	$ .90
4-oz.	1.40	1.35
6-oz.	1.95	1.90
8-oz.	2.55	2.50
12-oz.	3.85	3.75
16-oz.	4.90	4.80
2½-lb.	11.60	11.35
3-lb.	13.60	13.35
5-lb.	22.35	21.00

Barrels—when packed in barrels one per cent. discount will be allowed.

BLUE.

Keen's Oxford, per lb. $0 17
In 10-lb. lots or case 0 16

COUPON BOOKS — ALLISON'S.

For sale in Canada by The Eby-Blain Co., Ltd., Toronto; C. O. Beauchemin & Fils, Montreal. $2, $3, $5, $10, $15 and $20. All same price, one size or assorted.

UN-NUMBERED.

100 books and over, each 0 03½
500 books to 1,000 books 0 03

For numbering cover and each coupon, extra per book, ½ cent.

CEREALS.

WHITE SWAN	Per case
Biscuit Flour (Self-rising) 2 doz. to case, weigbt 70 lbs.	$3 00
Buckwheat Flour (Self-rising), 3 doz. to case, weight 70 lbs.	3 00
	Per case
Pancake Flour (Self-rising), 3 doz. to case, weigbt 70 lbs.	3 60
Breakfast Food, 2 doz to case, weigbt 85 lbs	4 50
King's Food, 2 doz to case, weight 95 lbs	5 50
Wheat Kernels, 2 doz. to case, weight 65 lbs.	3 75
Barley Crisps, 3 doz. to case, weigbt 50 lbs.	3 00
Flaked Rice, 3 doz. to case, weight 50 lbs.	3 00
Flaked Peas, 3 doz. to case, weigbt 50 lbs.	3 00

DOMINION CANNERS, LIMITED.

Aylmer Pure Jams, 16 oz. Jars

	Per doz.
Strawberry, 1914 pack	$2 20
Raspberry, red, heavy syrup	2 10
Black currant	2 10
Red Currant	2 10
Peaches	2 10
Pear, Bart.	2 10

Aylmer Pure Jellies.

Red Currant	2 10
Black Currant	2 10
Crabapple	1 45
Raspberry and red currant	2 10
Raspberry and gooseberry	2 10
Raspberry and gooseberry	2 10
Plum jam	1 85
Green Gage plum stoneless	1 85
Gooseberry	1 85
Grape	1 85

Aylmer Marmalade

Orange Jelly	1 60
Lemon	1 60
Pineapple	1 90
Ginger	2 25

Aylmer Pure Preserves—Bulk

	5 lbs.	7 lbs.
Strawberry	0 72	1 00
Black currant	0 65	0 85
Raspberry	0 65	0 85

Aylmer 14's and 30's per lb.

Strawberry	0 14
Raspberry	0 14

COCOA AND CHOCOLATE.

THE COWAN CO., LTD.

Cocoa—

Perfection, 1-lb. tins, doz.	4 50
Perfection, ½-lb. tins, doz.	2 40
Perfection, ¼-lb. tins, doz.	1 25
Perfection, 10c size, doz.	0 90
Perfection, 5-lb. tins, per lb.	0 37
Soluble bulk, No. 1, lb.	0 21
Soluble bulk, No. 2, lb.	0 19
London Pearl, per lb.	0 22

Special quotations for Cocoa in barrels, kegs, etc.

(Unsweetened Chocolate).

Supreme chocolate, ½'s, 12-lb. boxes, per lb.	0 35
Perfection chocolate, 20c size, 2 doz. in box, doz.	1 80
Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz.	0 90
Sweet Chocolate—	Per lb.
Queen's Dessert, ¼'s and ½'s, 12-lb. boxes	0 40
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, ¼-lb., 6 and 12-lb. boxes	0 35
Diamond, 8's, 6 and 12-lb. boxes	0 29
Diamond, 6's and 7's, 6 and 12-lb. boxes	0 26
Diamond, ¼'s, 6 and 12-lb. boxes	0 27

Icings for Cake—

Chocolate, white, pink, lemon, orange, maple, almond, cocoanut, cream, in ½-lb. packages, 2 and 4 doz. in box, per doz.	1 00

Chocolate Confections	Per lb.
Maple buds, 5-lb. boxes	0 38
Milk medallions, 5-lb. boxes	0 38
Chocolate wafers, No. 1, 5-lb. boxes	0 32
Chocolate wafers, No. 2, 5-lb. boxes	0 27

COW BRAND BAKING SODA has been for years a "staple" with almost every grocer who carries high-class goods. Careful cooks insist on this famous, well-proven soda—Cow Brand. It puts the baking at its very best, gives full satisfaction to customer and dealer.

The demand is steadily growing. Are you supplying the demand?

Church & Dwight
LIMITED
Manufacturers
MONTREAL

COIN PURSES

(Our new penny piece)

NIGHT STICKS
WHISTLES
FLEXIBLE STICKS
CIGARETTES

and a full line of attractive and quick-selling Licorice Specialties.

Order from your Wholesaler

Everything in Licorice for Grocer, Druggist and Confectioner

MADE IN CANADA

National Licorice Company
MONTREAL

All Canada is Aglow with the Made-in-Canada Fever

How is it Affecting You?

This idea is gathering momentum daily and the grocer who makes the best of it is the one who will win out with a full cash drawer and a growing business.

The five Made-in-Canada lines here shown represent the leaders in their respective fields—Condensed Milk and Coffee. Their value as sales-producers and repeat business-getters is thoroughly established in the trade. Don't be content to stock them, but get them in the limelight by displaying and pushing them as Canada's original products.

We deliver 5-case lots to any point in Ontario, Quebec and Maritime Provinces, prepaying freight up to 50c per 100 lbs.

Note these prices:

St. George Brand Coffee, 2 doz. in case	$4.80
St. George Evaporated Milk, 4 doz. in case	3.60
Banner Condensed Milk, 4 doz. in case	5.25
Princess Condensed Milk, 4 doz. in case	4.50
Premier Skimmed, 4 doz. in case	3.80

ORDER NOW.

The Malcolm Condensing Co., Limited, St. George, Ont.

Out-of-Town Orders

Some of your customers will be leaving for their summer homes.

Let us book up your order for small-sized "Star" Brand Hams and also English Breakfast Bacon. Also Pure Kettled Lard in 3-lb. and 5-lb. tins.

F. W. Fearman Co., Limited
HAMILTON

KING OSCAR
BRAND
SARDINES

The new pack of KING OSCAR sardines commences in July. In view of the increasing demand and the continued decreasing supply of fish we strongly advise the trade to place their orders NOW for shipment ex the new pack. Consult your jobber!

Canadian Agents:

John W. Bickle & Greening
(J. A. Henderson)
Hamilton, Canada

6-lb. toy trunks, lock and key, 6-lb. toy drum, with drumsticks, 8 in case ...	.08¼
Kegs, extra large crystals, 100 lbs.	.07¼
Canadian Electric Starch—	
Boxes, containing 40 fancy pkgs., per case	3 00
Celluloid Starches—	
Boxes containing 45 cartons, per case	3 60
Culinary Starches—	
Challenge Prepared Corn—	
1-lb. pkts., boxes of 40 lbs.	.06½
Brantford Prepared Corn—	
1-lb. pkts. boxes of 40 lbs.	.07¾
"Crystal Maize" Corn Starch—	
1-lb. pkts., boxes of 40 lbs.	.07¾
(20-lb. boxes ¼c higher than 40's)	

COW BRAND BAKING SODA

In boxes only.

Packed as follows:

5c packages (96) .....$	3 20
1 lb. packages (60)	3 20
½ lb. packages (120)	3 40
1 lb. 30) Packages, Mixed	3 30
½ lb. 60)	

SYRUP.

THE CANADA STARCH CO., LTD., CROWN BRAND CORN SYRUP.

2-lb. tins, 2 doz. in case ...$	2 65
5-lb. tins, 1 doz. in case	3 00
10-lb. tins, ½ doz. in case...	2 90
20-lb. tins, ¼ doz. in case..	2 85
Barrels, 700 lbs.	3¾
Half barrels, 350 lbs.	4
Quarter barrels, 175 lbs. ...	4¼
Pails, 38½ lbs.	1 95
Pails, 25 lbs. each	1 40

LILY WHITE CORN SYRUP.

2-lb. tins, 2 doz. in case ...	3 00
5-lb. tins, 1 doz. in case ...	3 35
10-lb. tins, ½ doz. in case..	3 25
20-lb. tins, ¼ doz. in case..	3 20

(5, 10 and 20-lb. tins have wire bandles.)

ST. LAWRENCE SUGAR REFG. CO.

Crystal Diamond Brand Cane Syrup.

2-lb. tins, 2 doz. in case..$	2 65
Barrels	0 03¾
½ barrels	0 04

CANNED HADDIES, "THISTLE" BRAND.

A. P. TIPPET & CO., Agents.

Cases, 4 doz., each, flats, per case ....$	5 40
Cases, 4 doz. each, ovals, per case	5 40

INFANTS' FOOD.

Robinson's patent barley, ½ lb. tins, $1.25; 1-lb. tins, $2.25; Robinson's patent groats, ½-lb. tins, $1.25; 1-lb. tins, $2.25.

BEAVER BRAND CORN AND MAPLE SYRUP.

Quart tins (wine measure), 2 doz. in case, per case... 4 70

MOLASSES.

THE DOMINION MOLASSES COMPANY, LTD.

Gingerbread Brand.

2s, Tins, 2 doz. to case.

Quebec, per case .....$	1 85
Ontario, per case	1 90
Manitoba, per case	2 30
Saskatchewan, per case	2 60
Alberta, per case	2 70

DOMOLCO BRAND.

2s, Tins, 2 doz. to case.

Quebec and Ontario, per case	2 95
Manitoba, per case	3 40
Saskatchewan, per case	3 65
Alberta, per case	3 75
British Columbia, per case.	2 40
British Columbia, per case.	3 55

SAUCES.

H. P.

	Per doz.
H. P. Sauce—	
Cases of 3 dozen	1 90
H. P. Pickles—	
Cases of 2 doz., pints	3 25
Cases of 3 doz., ¼ pints ..	2 20

STOVE POLISH.

JAMES DOME BLACK LEAD.

2a size, gross	2 50
6a size, gross	2 40

NUGGET POLISHES.

	Doz
Polish, Black and Tan	0 85
Metal Outfits, Black and Tan	3 65
Card Outfits, Black and Tan	3 25
Creams and White Cleanser	1 10

TEAS.

THE SALADA TEA CO.

East of Winnipeg.

	Wholesale.	R't'l.
Brown Label, 1s and ½s	.33	.40
Blue Label, 1s, ½s, ¼s	.40	.50
Red Label, 1s and ½s.	.46	.60
Gold Label, ½s	.54	.70

ORANGE MARMALADE.
"BANNER BRAND" PURE FRUIT PRODUCTS.

JAMS AND JELLIES.

2's ....$	2 15
4's	0 35
5's	0 42
7's	0 60
30's, wood	0 06
12-oz. glass jar	1 15
Tumbler, glass	0 95

MARMALADE.

2's, per doz. ....$	2 30
4's, per pail	0 40
5's, per pail	0 45
7's, per pail	0 65
30's, wood, lb. 0	08¾
12-oz. glass jar, doz.	1 20
Tumbler, glass, doz.	1 00

Prices subject to change without notice.

MINTO BROS., Limited, Toronto.

MELAGAMA AND MINTO TEAS.

	Whol.	Ret.
1s, ½s, ¼s B.M.G. & J.	0 32	0 40
1s, ½s, ¼s B.M.G. & J.	0 37	0 50
1s, ½s, ¼s B.M.G. & J.	0 42	0 60
¼s only, B. or M.....0	55	0 80
¼s only, B. or M..... 0	70	1 00

Packed 30, 60, 100-lb. cases.

YEAST.

White Swan Yeast Cakes, per case, 3 doz. 5c pks... 1 20

IMPERIAL TOBACCO CO. OF CANADA, LIMITED,

EMPIRE BRANCH.

Black Watch, 8s, butts 9 lbs., boxes 6 lbs. .....$	0 60
Bobs, 6s and 12s, 12 and 6 lbs.	0 46
Currency Bars, 12s, ½ butts, 12 lbs., boxes 6 lbs.....	0 46
Currency, 6s, ½ butts, 9 lbs.	0 46
Stag Bars, 6½s, butts, 11 lbs., boxes 5½ lbs.....	0 48
Walnut Bars, 8½s, boxes 7 lbs.	0 64
Pay Roll, thick bars, 8½s, 6 lb. boxes	0 68
Pay Roll, thin bars, 8½s, 5 lb. boxes	0 65
Pay Roll, plug, 8½s, 12 and 7 lb. caddies	0 68
Shamrock, plug, 7½s, ½ butts, 12 lbs., boxes 6 lbs.	0 57
Empire, 7s and 14s, caddies 15 lbs., ¼ caddies, 6 lbs.	0 56
Great West, pouches, 9s ...	0 72
Forest and Stream, tins, 11s, 2 lb. cartons	0 89
Forest and Stream, ¼s, ½s and 1-lb. tins	0 80
Forest and Stream, 1-lb. glass humidors	1 00

Tell your wholesaler you must have

DA COSTA & CO.'S

EXTRA FANCY BARBADOS

MOLASSES

This year Molasses will be high in price, and it is all the more important that you should buy the brand which you **know** will be satisfactory, both to you and your customers. The price is no higher than for other brands.

INSIST UPON HAVING DA COSTA'S

Hothouse Tomatoes

Are now very fine and cheap
Packed 15-lb. Baskets. Try them

MISSISSIPPI TOMATOES
4-Basket Crates. Now Arriving

CANADIAN STRAWBERRIES
Every Day

Cucumbers Cabbage Pineapples

"Royal Crest" Valencia Oranges

California and Verdelli Lemons

Everything the Pick of the World's Markets

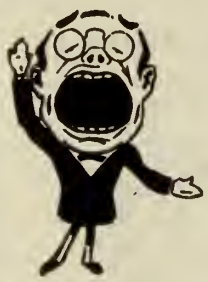
WHITE & CO., Limited
Branch at Hamilton TORONTO
Wholesale Fruit and Fish

Keep Up The Connection

you have made by past efforts in advertising. New friends are alright, but it is a fallacy for one thing, and bad business for another, to create a demand for goods or service and then lose the fruits of your work by default. Letting your old friends know that you want their business is also the surest way to gain new ones.

Advertising in CANADIAN GROCER is the medium.

Rate Cards and full particulars on request.



I SAY!

The Same Terms for all Retailers

There are no "cut prices"—no special discounts—no secret rebates to dealers on "Windsor" or "Regal" Salt.

Every Retail Grocer pays his jobber what all the others pay—and they buy only through the jobbers.

The price and the quality are guaranteed and upheld.

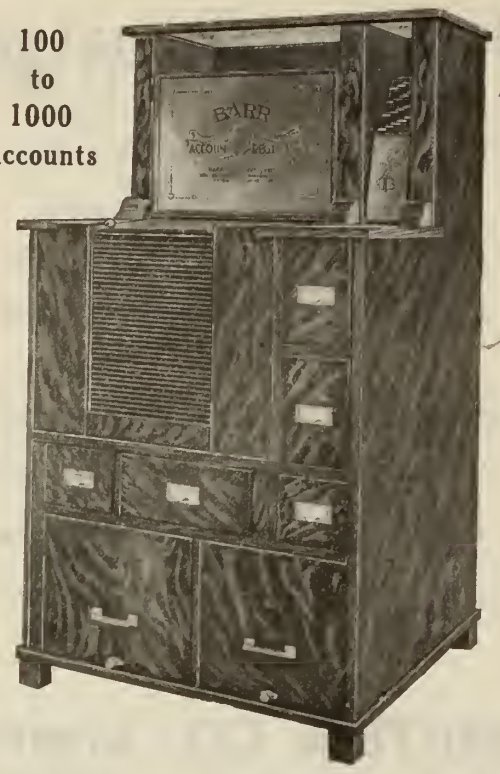
It is this strict adherence to quality which has built up the enormous demand for "WINDSOR" AND "REGAL" TABLE Salts. Practically everybody in Canada uses them. For the sake of some "cut price" (which may not be as much as the discount allowed a competitor) a Grocer has got to overcome the universal preference for "WINDSOR" AND "REGAL."

Can you do it—can you afford to try to do it—is it worth while—isn't it easier and more profitable to handle standard, reliable, one-price brands like

"WINDSOR" AND "REGAL" SALT

The Canadian Salt Co., Limited, Windsor, Ont.

100 to 1000 Accounts



The "Barr" Register System

protects your customers

The experience of users of the Barr Register has invariably been that their customers appreciate this system of account handling and look on it as their protection against being over-charged and against having their account get beyond them.

With

The Barr System

every account is made out to date. Not even the smallest item is missed, for the bill is rendered with every charge purchase —No chance for disputed accounts, no chance for errors to creep in in transferring —your customers are satisfied and try to keep their accounts paid up without the embarrassment of being urged. The effect is magical, business comes easier, you have less labor and less worry when you keep accounts the Barr Register way.

Write for full particulars.

Barr Registers, Limited
TRENTON, ONT.

Sliced Smoked Beef, glass, ¼s, $1.25; ½s, $1.90; 1s, $2.75.
Tongue, Ham and Veal Pate, ½s, $1.20.
Ham and Veal, ½s, $1.
Potted and Devilled Meats, tins —Beef, Ham, Tongue, Veal, Game, ¼s, 50c; ½s, $1.
Potted Meats, Glass — Chicken, Ham, Tongue, ¼s, $1.25.
Ox Tongues, tins, ½s, $2.40; 1s, $5.25; 1½s, $8; 2s, $10.
Ox Tongues, Glass, 1½s, $9.75; 2s, $12.
Mincemeat, Hermetically Sealed Tins, 1s, $1.25; 2s, $2.40; 3s, $3.40; 4s, $4.30; 5s, $5.40.
In Pails, 25 lbs., 8c lb.
In Tubs, 45 lbs., 7½c lb.
In Glass, 1s, $2.25.
Plum Pudding, 1s, $2.30; 2s, $2.80.
Clark's Peanut Butter — Glass Jars, ¼, 95c; ½, $1.40; 1, $1.85.
Clark's Peanut Butter—Pails 24 lbs., 15c per lb.
Clark's Tomato Ketchup, 8 oz., $1.35; 12 oz., $1.90; 16 oz., $2.40.
Pork & Beans, Plain Talls, 1, 60c; 2, $1; 3, $1.40; 6, $4.50; 12, $7.25.
Pork & Beans, Tomato Sc. Talls, 1, 60c; 2, $1; 3, $1.40; 6, $4.50; 12, $7.25.
Pork & Beans, Chili Flat, 1, 60c; 2, $1; 3, $1.15.
Pork & Beans, Tomato Flats, 1, 60c; 2, $1; 3, $1.15.
Pork & Beans, Plain Flats, 1, 60c; 2, $1; 3, $1.15.
Vegetarian Baked Beans, Tomato Sauce, Talls, $1.15.
Clark's Chateau Concentrated Soups, 95c.
Clark's Chateau Concentrated Soups, No. 1 Assorted, 95c.

LAPORTE, MARTIN, LIMITED
Montreal. Agencies.

BASIN DE VICHY WATERS.

L'Admirable, 50 btles, litre, cs.	5 50
Efficace	6 00
Neptune	7 00
San Rival	8 00

VICHY LEMONADE.

La Savoureuse, 50 btles., cs.	8 00

MINERVA PURE OLIVE OIL.

Case—	
12 litres	8 00
12 quarts	7 00

NATURAL MINERAL WATER.

Evian, Source Cachat, 50 btles., cs.	$9 00

IMPORTED GINGER ALE AND SODA.

Ginger Ale, Trayders, cs. 6 doz. pts., doz.	1 10
Ginger Ale, Trayders, cs. 6 doz. splits, doz.	0 90
Club Soda, Trayders, cs. 6 doz. pts., doz.	1 00
Club Soda, Trayders, cs. 6 doz. splits, doz.	0 90

BLACK TEAS.

Victoria Blend, 50 and 30-lb. tins, lb.	0 37
Princess Blend, 50 and 30-lb. tins, lb.	0 33

JAPAN TEAS.

H. L., ch. 90 lbs., lb.	0 35
Victoria, ch. 90 lbs., lb.	0 30
Princess, cad., 5 lbs., lb.	0 25

COFFEES.

Victoria, Java and Mocha Blend, 1-lb. tin, lb.	0 34½
Victoria, Java and Mocha Blend, 5, 10, 25, 50-lb. tins, lb.	0 32
Princess, Java and Mocha Blend, 1-lb. tin, lb.	0 22

MALT EXTRACT.

Miller of Milwaukee, cs. 2 doz., cs.	4 40
Miller of Milwaukee, brl. 8 doz., brl.	16 20

BOAR'S HEAD LARD COMPOUND.

N. K. FAIRBANK CO., LTD.

Tierces	0 10¼
Tubs, 60 lbs.	0 10½
Pails, 20 lbs.	0 10¾
Tins, 20 lbs.	0 10¼
Cases, 3 lbs., 20 to case	0 11¼
Cases, 5 lbs., 12 to case	0 11½
Cases, 10 lbs., 6 to case	0 11

F.O.B. Montreal.

MUSTARD.

COLMAN'S OR KEEN'S.

	Per doz. tins
D. S. F., ¼-lb.	$ 1 50
D. S. F., ½-lb.	2 68
D. S. F., 1-lb.	5 36
F. D., ¼-lb.	0 95
F. D., ½-lb.	1 63
	Per jar
Durham, 4-lb. jar	0 87
Durham, 1-lb. jar	0 28

JELLY POWDERS.

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan, 15 flavors, 1 doz. in handsome counter carton, per doz.	$ 0 90

List Price.

SPICES.

WHITE SWAN SPICES AND CEREALS, TORONTO.

	Dredge Cannister	4 oz. Round Pkgs
Allspice	$0.90	$0.90
Arrowroot, 4 oz. tins, 85c.	...	...
Cayenne	0.90	0.90
Celery Salt	...	...
Celery Pepper	...	...
Cinnamon	0.90	0.90
Cinnamon, 1 oz. Fagots, 45c.	...	...
Cloves	0.90	0.90
Curry Powder	...	...
Mace	...	...
Nutmegs	0.90	...
" Whole, 5c. Pkgs, 45c.	...	...
Paprika	0.90	...
Pepper, Black	0.90	0.90
Pepper, White	1.10	1.10
Pastry Spice	0.90	0.90
Pickling Spice (Window front)	...	0.75
Dozens to case	4	4
Shipping weight, per case	10 lbs.	17 lbs.

WHITE SWAN LYE.

Single cases, 4 doz.	$ 3 50
5 case lots, 4 doz.	3 35

Shipping weight 50 lbs. per case.

THE CANADA STARCH CO., LTD., EDWARDSBURG BRANDS and BRANTFORD BRANDS.

Boxes.	Cents.
Laundry Starches—	
40 lbs., Canada Laundry	.06¼
40 lbs., boxes Canada white gloss, 1 lb. pkg.	.06¾
48 lbs. No. 1 white or blue, 4 lb. cartons	.07¼
48 lbs. No. 1 white or blue, 3 lb. cartons	.07¼
100 lbs., kegs, No. 1 white	.06¾
200 lbs., bbls., No. 1 white	.06¾
30 lbs., Edwardsburg silver gloss, 1 lb. chrome pkgs.	.07¾
48 lbs. silver gloss, in 6-lb. tin canisters	.08¼
36 lbs., silver gloss 6-lb. draw lid boxes	.08¼
100 lbs., kegs, silver gloss, large crystals	.07¼
28 lbs., Benson's Satin, 1-lb. cartons, chrome label	.07½
40 lbs., Benson's Enamel (cold water), per case	3 00
20 lbs., Benson's Enamel (cold water), per case	1 50
Celluloid—boxes containing 45 cartons, per case	3 60
Culinary Starch.	
40 lbs. W. T. Benson & Co.'s prepared corn	.07¾
40 lbs. Canada pure corn starch	.06½
(120-lb. boxes ¼c higher.)	
Casco Potato Flour, 20-lb. boxes, per lb.	10

BRANTFORD STARCH.
Ontario and Quebec.

Laundry Starches—	
Canada Laundry—	
Boxes about 40 lbs.	06
Acme Gloss Starch—	
1-lb. cartons, boxes of 40 lbs.	.06¾
First Quality White Laundry—	
3-lb. canisters, cs. of 48 lbs.	.07¼
Barrels, 200 lbs.	.06¾
Kegs, 100 lbs.	.06¾
Lily White Gloss—	
1-lb. fancy carton cases 30 lbs.	.07¾
S in case	.08

In buying
KETCHUP

remember Upton's give 125 per cent. of ketchup value for your dollar.

Try It and See

It is packed in standard packages at popular prices. Get it from your jobber or write us if he cannot supply you.

The T. Upton Co., Limited
ST. CATHARINES

NEW POTATOES

We are bringing forward only the best marks. They are guaranteed same uniform grade right through. Get our price on quantities.

STRAWBERRIES

Home-grown berries are now at their height. We receive fresh arrivals every morning. Don't put off getting customers supplied for canning and preserving any longer.

LARGE ASSORTMENT OF CALIFORNIA FRUITS

Peaches, Plums, Apricots, Cherries, Canteloupes.

"THE HOUSE OF QUALITY"

HUGH WALKER & SON
GUELPH and NORTH BAY

Our Tiger (50 cent line) Brooms

are superfine carpet BROOMS on **polished** handles. Offer them to your customers and secure business that stays. Splendid value in 35c, 40c, 50c, 60c lines. Try a sample shipment and be satisfied.

We make **Factory Brooms.**

Walter Woods & Co.
HAMILTON

IN THE FRUIT SEASON

The housewife would almost as soon be without sugar or potatoes as not to have

Parowax

always on hand. For sealing preserves, jams and jellies, Parowax is a staple.

Parowax is also largely used for loosening dirt when washing clothes. Women like it because it makes washing easy, and does away with all the hard rubbing.

Our advertising this year will again stir up a good demand for Parowax. Be ready for it. Put up in ¼-lb. cakes, packed 4 in a carton, 20, 40 or 100 cartons in a case.

MADE IN CANADA

THE IMPERIAL OIL COMPANY
Limited
BRANCHES IN ALL CITIES

A Light, Nourishing Summer Food that Makes a Strong Appeal at this Time

Brunswick Brand

SEA FOODS

find a response in the needs of each of your customers.

You can't expect a woman to enjoy being stuck up in a kitchen, bending over a hot stove these warm summer days.

Naturally she's on the lookout for appetizing foods that are easy to prepare and give her more time for the cool out-of-doors.

Just suggest Brunswick Brand and see how eagerly she takes to it. The very thing to give her nourishing meals without the bother and fuss of tedious preparation.

The large variety you can offer her makes it easy to plan delightful dishes for almost every meal or occasion.

¼ Oil Sardines	Kippered Herring
¾ Mustard Sardines	Herring in Tomato Sauce
Finnan Haddies	Clams
(oval and round tins)	Scallops

Get your wholesaler to supply you to-day.

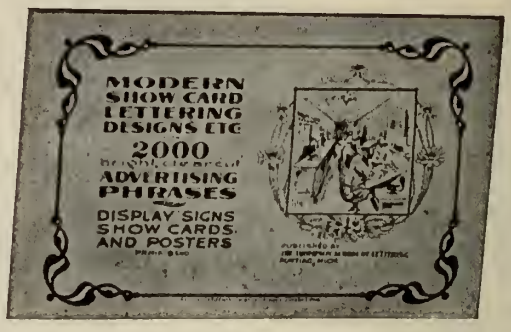
Connors Bros., Limited

Black's Harbor, N.B.

INCREASE YOUR TRADE

BY

Modern Show Card Lettering, Designing, Etc.



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WITH THIRTY-TWO ADDITIONAL PAGES TO THAT OF FORMER EDITIONS

A practical treatise on Up-to-Date Pen and Brush Lettering, giving instruction representing many styles of lettering, position, movement, shading, spacing, designing and arrangement, with illustrations of large and small letters of each alphabet, together with a full analysis and diagram for making neat and prominent figures off-hand for price tickets, etc. Over 400 illustrations of finished show cards and price tickets are given in

Marking Pen Lettering
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Automatic Pen Lettering and
Up-to-Date Brush Lettering

outside of fifty-one page alphabet plates and lettering exercises of a large variety of standard show card alphabets with practical instruction, together with show card designs, showing how to produce neat and fancy border and scroll outlines, tinted backgrounds, etc.

This book is far beyond anything ever published in this line. It contains solid, practical, common-sense instruction—a book that is free from absurd theories and mystifying kinks, and contains 2,000 advertising phrases for Card Signs, Posters, etc.

All orders payable in advance. If you do not find this book worth the price return it inside of five days and get your money back.

The price of the Book is $1.00
delivered to your address postpaid

Page size of book 6x9 in., 144 pages

The MacLean Publishing Co., Ltd.

BOOK DEPARTMENT

143-153 University Ave., Toronto

Tuckett's

T& B Myrtle Cut

For 50 years T and B Myrtle Cut has been the true friend of the veteran smoker—the man who delights in the smooth, cool, sweet flavor of the well-aged, sun-cured Virginia leaf. Win the trade of the head of the house by stocking his favorite blend, one of the Tuckett three—"Myrtle Cut," "Orinoco" or "Our Seal"—a tobacco for all stages of smokers.

Order from your wholesaler.

Note This

Mr. Grocer,—The Niagara Fruit Growers are running this bulletin in

FRUIT BULLETIN

Of interest to housewives. Official notice is given to buy canning strawberries now. Have your grocer secure Niagara Peninsula grown kind, they are now at their best and require less sugar. Gooseberries about ready. Speak to your grocer.

250 newspapers to help you sell fruit. See your customers and rush your orders for Niagara Peninsula grown fruits.

A want ad. in this paper will bring replies from all parts of Canada.

Daily arrivals of fine, fresh, frozen

Lake Trout and Herring

also Pickled Herring. Just the thing for deliciously appetizing and economical meals. Big margin for the dealer.

¶ Only few hundred barrels Georgian Bay Apples left. Rush your order through —NOW.

Lemon Bros.
Owen Sound, Ont.

For Your Particular Customers Buy

"Aurora"

The Extra Fancy California Valencia Oranges

J. J. McCabe
Agent
TORONTO

Buyers' Guide

WRITE TO
10 Garfield Chambers, Belfast, Ireland,
for Sample Copy of the
Irish Grocer, Drug, Provision and General Trades' Journal
If you are interested in Irish trade.

We are buyers of evaporated and farmers' dried apples. Prices and tags on application.
O. E. Robinson & Co.
Ingersoll Ontario

ASSIGNEES AGENTS, LIMITED
154 Simcoe Street, - TORONTO
Assignments—Collections.
Book-debts are money in the other man's pocket. We are good collectors of past due accounts—consult us—charges moderate.
Phone Adel. 919.

CHIVER'S
JAMS—JELLIES—MARMALADE
Are guaranteed absolutely pure and of the highest quality.
Send us your orders.
Agents:
Frank L. Benedict & Co., Montreal

EGG FILLERS
Our capacity is three times the total Filler requirements of Canada.
PROMPT DELIVERIES
by us are therefore certain.
THE TRENT MFG. CO., LTD.
TRENTON, ONTARIO, CANADA

ST. MARC COFFEE
Gives all users entire satisfaction.
AUGUSTIN COMTE & CO., LTD.
725 Notre Dame E. Montreal

Write us for New Price List of
WINDSOR SALT
TORONTO SALT WORKS
TORONTO, ONT. GEO. J. CLIFF, Manager

TANGLEFOOT

The Non-Poisonous Fly Destroyer
Destroys Billions of Flies every year—vastly more than all other means combined. Absolutely Sanitary.

CANADIAN NATIONAL EXHIBITION

Toronto, August 28th—1915—Septmeber 13th

Applications for Space to Receive Fair Consideration should be made at the Earliest Possible Moment.

FOR ALL INFORMATION WRITE:

J. O. Orr, General Manager, City Hall, Toronto

CLASSIFIED ADVERTISING

Advertisements under this heading 2c per word for first insertion, 1c for each subsequent insertion.

Where replies come to our care to be forwarded, five cents must be added to cost to cover postage, etc.

Contractions count as one word, but five figures (as $1,000) are allowed as one word.

Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

FOR SALE

FOR SALE—ECONOMY TIERING MACHINE for handling and piling of heavy cases. Box 96, Canadian Grocer, Toronto.

TWO BOWSER SELF-MEASURING OIL tanks, enclosed in cabinet; nearly new; capacity 50 gals. each; sacrifice for quick sale. Box 95 Canadian Grocer, Toronto.

FOR SALE—GENERAL STORE SITUATED 21 miles west of London. Turnover $15,000.00. Stock $5,500.00. Good opening for energetic man. Will sell or lease store. Proprietor wishes to retire. Write to Box 87, Canadian Grocer, Toronto, Ont. 61115

GROCERY AND PROVISION BUSINESS FOR sale in thriving Ontario town. Well established; good location. Stock about $3,500. Turnover $22,500 a year. Write Box 92, Canadian Grocer, Toronto.

GROCERY STOCK AND FIXTURES—ALSO up-to-date Ice Cream Parlor in connection. Busy season now on. Good live town. Low rental. Favorable lease. Owner retiring from grocery business. $1,000 more or less takes everything. Good snap. Box 94, Canadian Grocer, Toronto.

WANTED

WANTED BY AN OLD ESTABLISHED packing house, a representative between Toronto, Ottawa and Montreal, and between Orillia and the Soo, on commission basis. Write Box 98, Canadian Grocer, Toronto.

WANTED—TWO GOOD LINES BY OLD-established wholesale grocery specialty house that has the best of connections between Quebec, Windsor and Winnipeg. Well advertised, with good margin profit. State particulars. Box 99, Canadian Grocer, Toronto.

WANTED—GOOD MANUFACTURERS' LINES to establish agency and handle on the road—Maritime Provinces. Write with full particulars. Box 93, Canadian Grocer, Toronto

TEA SALESMAN — HIGH GRADE, FOR larger trade; Michigan and Indiana. This is a splendid opportunity for permanent, profitable position. Address Milford Sipes (Sales Mgr.), 321 Ash St., Detroit, Mich.

GROCERY TRAVELER WANTED WEST OF Hamilton. Mr. Murrell is going to the war; wanted a first-class experienced man to take his place. Apply Geo. E. Bristol & Co., Hamilton.

WANTED—EXPERIENCED MAN TO INstall and take charge of manufacturing department for spices, extracts, baking powder, jelly powders, olives and other grocery specialties. Apply by letter, stating age, experience and salary required to W. H. Malkin Co., Limited, Wholesale Grocers, Vancouver, British Columbia.

WANTED—WHAT ARE YOU WANTING? A clerk, a business, a salesman, a partner? An outlay at the rate of two cents a word will make your wants known throughout the Dominion to just the men who can satisfy you. See our rates above and send along your ad. to-day.

EXPERIENCED SALESMAN OPEN FOR situation as agent or manager of branch in grocers' specialties, etc., for Maritime Provinces. Good traveller and salesman. Understands clerical work. Willing to accept moderate salary until ability proved. Good references. Address J. H., Post Office Box 3009, Montreal.

DO YOU NEED HIM?

THE ADVERTISER IS EARNESTLY SEEKing an opening where real and practical executive knowledge will meet with the appreciation it deserves. He is a Scotsman, thirty-one years of age, of good appearance and address, with fourteen years' experience of the very best class grocery business. Having followed this business in four different countries, it has given him an insight into methods and systems which may be said to be unique. Possessed of a natural aptitude for salesmanship and organizing, he has always been successful, in so far as advancement of results are concerned. Last position held was that of assistant advertising manager in America's finest grocery establishment (fact) Will be glad to communicate with wholesale or manufacturing concerns in need of a capable correspondent. "Opportunity" of more importance than initial salary. Address: Honorable, Canadian Grocer.

WANTED — A POSITION AS GROCERY clerk. Good experience and references. Address H. A. Coolidge, Box 663, Smith's Falls.

WANTED — COMMISSION BROKERS IN grocers' sundries calling on wholesale and retail trade desire additional lines for British Columbia. Best of references furnished. Halliday & Thomson, 509 North-West Trust Bldg., Vancouver, B.C.

WANTED — GROCERY SALESMAN FOR country trip. Experienced man with connection preferred, or would consider young, energetic grocery clerk. Box 97, Canadian Grocer, Toronto.

No German Interests Connected with St. Lawrence Sugar Refineries, Limited

For some time past a strong feeling has manifested itself in the community directed against persons of either German name or birth. As a consequence the St. Lawrence Sugar Refineries, Limited, has been adversely criticized because it numbered among its shareholders certain persons of German name or origin. The old St. Lawrence Sugar Refining Company, which was organized over forty years ago, included many Germans among its shareholders, several of whom resided in Germany. When the St. Lawrence Sugar Refineries, Limited, acquired the assets of the old Company, nearly all of the former German shareholders disappeared.

With the retirement of Mr. A. Baumgarten and Mr. O. W. Donuer, as previously announced, the last German of either name or origin has ceased to hold any interest as a shareholder, and at the present time there is not one single dollar of German money invested in the Company; on the coutrary, the entire Capital is now held by investors of Canadian or British origin.

The present officers and directors of the Company have taken every step necessary to place the Company beyond criticism with respect to the interests connected with it, either financially or otherwise, and while malicious reports may be circulated as to the connection of German interests in the Company, the directors are able to give an unqualified denial to any such statements. If these reports are made, it must be considered that they are made with the object of damaging the Company's business and injuring its name and reputation. The Company is therefore prepared to take such legal steps as are necessary to protect itself against the further circulation of any such reports.

THE ST. LAWRENCE SUGAR
REFINERIES, LIMITED.

SITUATION WANTED

ENGLISHMAN CONVERSANT WITH GROcery and allied trades, fifteen years in West, desires responsible, permanent situation with good wholesale house as travelling salesman, demonstrator or superintend sample distributing, tacking up advertising matter, etc. Reliable, excellent character. Full particulars to Enquirer, c|o P. Lamont, 9th & Lorne, Brandon, Man.

MISCELLANEOUS

THE NATIONAL CASH REGISTER COMpany guarantee to sell a better register for less money than any other house on earth. We can prove it. Make us. The National Cash Register Co., 285 Yonge St., Toronto.

BUCKWHEAT FLOUR GUARANTEED pure and unsurpassed by any mill in the province. T. H. Squire, Queensboro, Ont., solicits your orders.

CASH FOR WASTE PAPER—YOU WILL receive the highest price if you use a Climax Steel "Fireproof" Baler. Full particulars, Climax Baler Co., Hamilton, Ont.

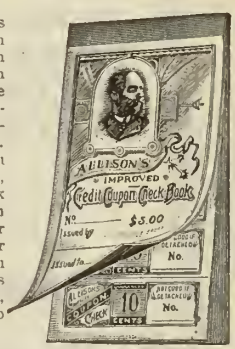
EVERY MERCHANT WHO SEEKS MAXImum efficiency should ask himself whether a Gipe-Hazard Cash Carrier, as a time and labor saver, is not worth more than the high-priced labor which it liberates. Are you willing to learn more about our carriers? If so, send for our new catalogue J. Gipe-Hazard Store Service Co., Limited, 97 Ontario St., Toronto.

ALLISON COUPON BOOKS

Minimize the Risk of Loss on Credit Accounts and bring in the money quicker—two mighty good arguments. Installing the Allison Coupon Book System in a store that has credit gives the same result as adding more capital to the business—and Allison Coupon Books cost almost nothing.

HOW THEY WORK:

When a man wants credit, give him an Allison Coupon Book, and have him sign form at the front, which becomes then his promissory note to you. As he buys, you tear out coupons, and when his book is exhausted you can collect his note or extend credit for another book, as you deem wise. No pass books, no charging, no time wasted, no errors, no disputes.



For sale by the jobbing trade everywhere.
Manufactured by
ALLISON COUPON COMPANY
Indianapolis, Indiana, U.S.A.

A SEED DEPARTMENT
will add to your profits
Kelway Langport England
grow and sell
SEEDS OF ALL KINDS
for Traders
Write to the actual wholesale growers for rock-bottom prices and illustrated catalogue.
Buy well ahead to secure
LOWEST PRICES.
WRITE TO-DAY

McLEOD'S SPECIAL FLOUR

McLEOD'S FLOUR IS ALWAYS RIGHT

¶ McLeod's "SPECIAL" is standard for purity, quality and uniformity---McLeod's "SPECIAL" is the best flour for pastry---and best for bread baking---as milling science has developed to-day it is the most perfect product---milled from the finest and most scientifically blended Ontario Winter Wheat and Manitoba Spring Wheat it requires less shortening for pastry and less water for bread baking---there is economy in using McLeod's "SPECIAL" it goes farther. McLeod's "SPECIAL" on the barrel is your warrant for satisfaction---because McLEOD'S FLOUR IS ALWAYS RIGHT.

The McLeod Milling Company, Limited
Stratford, Ontario.

Let this Comprehensive Advertising Campaign Help You Sell McLeod's Special Flour

The above ad. is only a unit in the extensive effort we are putting forth to help you get a goodly share of McLeod Flour sales.

The campaign takes in all the important daily and weekly newspapers. No douht it is developing considerahle interest now right in your own community.

Notice the strong appeal the single ad makes to the housewife. Taking the campaign as a whole, consider the extensive sales possibilities there is in it for you—without effort on your part whatever.

Link up your store with this advertising now. Get this campaign hringing higher sales, hetter customers and more of them to your store. Write your nearest wholesaler for supplies or direct.

The McLeod Milling Company, Limited
Stratford, Ontario

NOW IT'S TIME

to suggest

MAPLEINE

—delicious flavor for ices, punches, summer desserts.

Order from

Frederick E. Robson & Co.,
25 Front St. E., Toronto, Ont.

Mason & Hickey
287 Stanley St., Winnipeg, Man.

CRESCENT MFG. CO.
SEATTLE, WASH.

OAKEY'S KNIFE WELLINGTON POLISH

JOHN OAKEY & SONS, LIMITED,
LONDON . ENGLAND.

AGENTS:

Geo. B. Jenkinson, 43 Queen St. East, Toronto, and J. E. Huxley & Co., 220 McDermed St., Winnipeg

THEY ARE GOOD OLD STAND-BYS

Baker's Cocoa and Chocolate

Registered Trade-Mark

are always in demand, sell easily and are thoroughly reliable. You have no selling troubles with them.

Trade-mark on every genuine package

MADE ONLY BY

Walter Baker & Co. Limited

Established 1780

Montreal, Can. Dorchester, Mass.

Is One Pound of Pepper Worth $100.00 to You?

Have you a written guarantee from the manufacturer that the spices you are selling are Pure? If not, you are running a great risk of paying more than $100.00 for "One Pound of Pepper."

VICTORIA Brand SPICES

have the following ironclad guarantee plainly printed on every package:

"We guarantee all Victoria Brand Spices to be pure, and to comply with the Government Act, and we agree to indemnify you against any loss which might occur by reason of their not being as represented."

Laporte, Martin, Limitée

St. Paul St., Montreal

The house of

ROCK-BOTTOM PRICES
COURTEOUS SERVICE
PROMPT DELIVERY

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1,500,000 lbs.

of

WAGSTAFFE'S
PURE JAMS

for the Imperial Army
and the Royal Navy

Nothing too good for our Soldiers.

Prepared in Copper Kettles.

Boiled in Silver Pans.

Nothing too good for our Soldiers.

Packed in Gold-Lined Tins and Glasses.

This enormous order was given only after the most exacting tests, always given to Government supplies, had proved Wagstaffe's Jams as absolutely pure, wholesome and nourishing. Only the best Jam in the land is good enough for our Tommies. Wagstaffe's is the chosen Jam—better than imported.

Wagstaffe Limited

Hamilton, Ontario

One Consignment: part of the 1,500,000 lb. order of Wagstaffe Jams for the Imperial Army and the Royal Navy.

Genuine Sugar Maple

"The dish was well named," says one high-class Canadian retailer who is using Riteshape butter dishes, "for it is the only dish I ever saw that has really the right shape." Hundreds of retail food dealers in Canada are using Riteshape dishes. The dish was instantly recognized by the discriminating merchant as "just what he had been looking for."

½ to 10

THE BIG LINE THE BEST LINE

Appearance of food when it reaches the customer is a big part of service and goes a long way toward creating satisfaction.

Food delivered in Riteshape dishes has a tasty and appetizing appearance. The dish enhances the value of the commodity. It constitutes a vital part of service.

The use of the Riteshape dish gives any retailer distinction and a reputation for elegance of service.

Every day sees a good Canadian jobber stocking Riteshapes and offering them to his trade. Your jobber probably has them.

ASK HIM OR WRITE

THE OVAL WOOD DISH COMPANY

Delta, Ohio, U.S.A.

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